



SOCIÉTÉ
DE LA
TOUR EIFFEL



BORD'EAU VILLAGE COMPLETES THE MARKETING OF ITS SITE BY WELCOMING FIVE NEW STORES

With the opening of **Au Vieux Campeur**, **Pier Import**, **Iris Galerie**, **Broken Boys** and **En Selle Marcel**, the **Bord'eau Village** complex located on Quai des Chartrons near the Cité du Vin now boasts an occupancy rate of 100%. With their diversity and quality, these five new brands confirm the destination's resolutely unique mixed and hybrid positioning: the plurality of its offer is a drawcard for visitors, people living in the neighbourhood, Bordeaux residents and tourists.

A wide and exclusive offer

The 32 shops and 13 restaurants in Bord'eau Village have been chosen for their exclusive or original nature to create a multi-modal space offering a wide variety of activities. The five latest arrivals reflect this determination to combine exclusive, must-have brands and innovative concepts.

Au Vieux Campeur needs no introduction. The French specialist in outdoor activities, with a history going back over 80 years, has opened its doors to welcome its customers in a total surface of 1 600 sqm. The new outlet in Bord'eau Village represents the 12th location in France for this leading brand in the outdoor sports sector, always very selective in its choice of sites.

Equally well known is **Pier Import**, who will display its rich and varied collections for furnishing and decorating interiors, to a 181 sqm space.



The site now houses an art gallery with **Iris Galerie**. In 112 sqm, it offers an original concept that consists in transforming a photo of the iris of the eye into a unique and bewitching work of art.

En Selle Marcel, the trendy specialist in urban and electric bikes, will offer Bordeaux residents a wide array of high-end bikes together with an extensive choice of accessories and advice in a 181 sqm shop.

Lastly, **Broken Boys** is dedicating 108 sqm to sneakers fans, with a selection of rare models and collaborations sourced from all over the world.

"Bord'eau Village is now a unique place combining major international brands, innovative concepts and exclusive offers that can only be found here. This rare alliance, combined with the walk along the Garonne River, gives the destination this mixed character of which we are so proud. Each in their own way, the five new brands illustrate the wealth and diversity we aim to give to Bord'eau Village for the greater pleasure of our customers and visitors," said Magali Cerdan, director of Bord'eau Village.

About Bord'eau Village and Société de la Tour Eiffel

Bord'eau Village is a 29,300 sqm mixed-use development with over 800 metres of river frontage on the Garonne River, in five historic Unesco-classified hangars, and which houses 32 shops, 13 restaurants, offices, a school and a cooking workshop. It is home to Boardriders, Deus ex Machina, Arena, Au Vieux Campeur, Hublot Mode Marine, BoConcept, Pier Import, Anne de Solène, Du Pareil au Même, Home&Cook, Delsey, Le Temps des Cerises, Starbucks, Lindt, l'Echoppe de la Lune and Canelés Baillardran, as well as an Elite Cooking kitchen workshop and a Now Coworking space. The site is owned by Société de la Tour Eiffel, a property company with assets of €1.8 billion, which operates in various asset classes, including offices, logistics, managed residential and retail, in Greater Paris and other major French metropolitan areas. An active player throughout the property cycle, Société de la Tour Eiffel assists its tenants - companies of all sizes and sectors - through high-standard direct management of its properties.

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