

PURE YOGA at Two IFC, Central



THE CHALLENGE

- Degree of difficulty in sourcing large floor area of 15,000 to 20,000 sq. ft. in Central area
- Based on the budget provided, we envisage the best possible location and optimum lease package

THE SOLUTION

- Scour all major Grade A commercial buildings with retail podium presence
- Pro-actively solicit landlords for vacant premises and due to expire stocks well in advance
- Shortlist and identify location
- Based on our experience and market insight, CB Richard Ellis was able beat out 3 other offers to secured the premises successfully for Pure Yoga

THE RESULT

- Pure Yoga was able to expand their health and fitness business as planned
- Virtually no competition in the vicinity
- Secured location with high public exposure at a very competitive rental package
- Landlord was please to secure Pure Yoga as anchor tenant rather than three separate tenants