

## Cresa advises Perfumesco

Warsaw, 22 August 2019: Perfumesco has leased 1,500 sqm in Warsaw's newest warehouse and office complex Ideal Idea City Park. The tenant was represented by real estate advisory firm Cresa Poland.

"Perfumesco is a modern omnichannel concept in the health and beauty sector, offering perfumes and cosmetics of leading brands through its online platform and brick-and-mortar stores. City Park is a new attractively-designed facility. It will most appropriately complement our brand and underline our credibility as a solid business partner. In addition to having been permitted to install additional warehouse equipment in the facility, we also secured additional office space that we had been lacking. We will now be able to shift our focus to supporting our further growth. Other key drivers behind our decision to relocate to City Park included favourable rental rates and the park's space quality that was truly good value for money. Also, advisory firm Cresa Poland demonstrated a high level of professionalism throughout, which was another important factor. Their commitment to the process helped us make a success of the negotiations," says Rafał Denisiuk, the co-owner of Perfumesco.

Perfumesco established two brick-and-mortar perfume stores in Warsaw in the past year. One was opened at 26 Przyokopowa Street in August 2018 and the other opened its doors at Wola Park Shopping Centre in July this year.

"To support its employees, our client specifically required new space to be close to its previous warehouse location and to be easily accessible, including by those who did not have cars. The owner of Ideal Idea City Park had a full understanding of Perfumesco's needs and proposed a number of non-standard solutions. The facility features office and warehouse space built to a high standard, including LED lighting and modern insulation, whilst offering a good price-to-quality ratio. Employees will also greatly appreciate minibuses running between the park and WKD Opacz railway station and the bus terminus P+R Al. Krakowska," says Miłosz Borkowski, Senior Advisor, Industrial and Warehouse Department, Cresa.

Ideal Idea City Park is located on the border between Warsaw and Raszyn, in Mieczysława Słowikowskiego Street, with easy access via Szyszkowa Street. Its first two buildings provide 11,000 sqm of the nearly 18,500 sqm planned for all the four at full build-out. The project is being developed in a prime location by the S2 ring-road, within just a six-minute drive from the Park & Ride facility in Krakowska Avenue.

*Cresa is the world's largest commercial real estate advisory firm that exclusively represents occupiers and specializes in the delivery of fully integrated real estate solutions. It serves clients through more than 80 global offices. Cresa Poland offers unbiased, independent commercial real estate advice. Its integrated services include conflict-free tenant representation, capital markets, market research and advisory, valuation, design & project management and workplace strategy. Cresa Poland is headquartered in Warsaw, with regional offices in Wrocław, Tricity, Łódź and Krakow. To learn more, please visit: [www.cresa.pl](http://www.cresa.pl)*