MILLESIMA
FINE WINE

COLANGELO & PARTNERS

Millesima USA to Open a New Retail Location in New York City this Fall

The new, larger store will be designed by Malherbe Paris, offering a beautiful home to showcase the fine wine retailer's offerings

New York, NY, April XX, 2023 — Iconic, New York City-based fine wine retailer **Millesima USA** is thrilled to announce that they will be opening a new, luxury store this fall, relocating from their current Upper East Side location at 1355 2nd Avenue (between 71st and 72nd Streets) to 1257 2nd Avenue (at 66th Street), New York, NY 10065. This new location will allow Millesima USA to continue to serve their neighborhood customers, as well as customers nationwide through their top e-commerce site, while also creating a beautiful space to showcase the iconic wines and unparalleled service they are known for.

"We are excited for the new store opening this fall. This move will let us expand our horizons and be a part of our customers' wine journeys," says Hortense Bernard, Global Managing Director for Millesima USA. "The design by Malherbe is beautiful, and the new location will facilitate our team, including our Senior Wine Specialist, Michael Peltier, being able to connect with other wine lovers even more, share their knowledge on the world's finest wines, and offer the best service we are able to."

At 5,200 square feet, the new retail location will be over double the size of its current shop. A corner retail space with windows facing north and east, the new store is inspired by the Imperial Library. The retail location will be designed by the global creative agency, Malherbe, an international leader in luxury design, to reflect the stories of the wines in Millesima's cellars and encourage visitors to journey from the everyday to unique wines of discovery. Leading global commercial real estate firm Cushman & Wakefield has brokered the deal.

With a foundation in Bordeaux, Millesima is a family-owned company that is oriented on providing its customers with high-end wines, incredible service and expert wine knowledge. To their regulars, Millesima USA is a neighborhood wine store offering a variety of wines from Bordeaux and beyond, while online they have a large number of highly sought-after fine wines from around the world and offer the ability to purchase Pre-Arrivals and Futures to their customers across the United States. The brick-and-mortar New York flagship store welcomed its first customers in 2006, and this marked the beginning of a new and exciting chapter for the company. This move to the new, larger location will be a continuation of this journey, providing their customers with a luxurious experience with each visit.

"Millesima is very well-regarded in the fine wine world. We are extremely proud to have been chosen to design the new store in New York City," said Ella Birnbaum, creative and managing director, Malherbe New York. "We took inspiration from old-world France staying true to Millesima's luxury fine wine branding. The space will be more than just a

fine wine retailer, but an experience, where the consumer can embark on a journey and discover wines from around the world. "

Millesima USA's new location is scheduled to open in October, 2023.

About Millesima USA www.millesima-usa.com

Established in New York City's Upper East Side in 2006, Millesima USA is a luxury retail store and the only online fine wine retailer in the United States that hails from Bordeaux. Our family-owned company is focused on providing our customers with high-end wines, top service, and expert wine knowledge. A Francophile's dream, we have unique access to top wines from Bordeaux, Burgundy, and Champagne but also offer a wonderful range of wines from Italy, New Zealand, Germany, the United States, and more. Millesima USA works with customers in person and online on a daily basis. We aim to satisfy our client's most specific requests and needs and it starts by always improving our selection. Today, Millesima is proud to have the deepest range of large format bottles, privileged access to Bordeaux Pre-Arrivals and Futures and the most sought-after wine brands in the world on our shelves. From iconic producers to lesser-known hidden gems, our team is delighted to bring you some of the best wines from around the world.

About Malherbe www.malherbe.paris

Malherbe, is a global creative agency headquartered in Paris, France with offices in Hong Kong, Shanghai, and New York. Malherbe is a team of over 200 creative minds working on strategy, design, branding, and innovation, all with 1 main objective: *Business Growth* for its clients & partners. Over the years, Malherbe has collaborated with a variety of global key players, retailers & brands. From large-scale projects like LVMH's La Samaritaine in Paris, Mr. Ji's SKP in China, Alibaba's Hema in China, Farfetch's first brick-and-mortar location Matarazzo in Sao Paolo, Qatar's latest luxury mall Place Vendome in Doha, and continued collaborations with luxury groups such as LVMH, L'Oreal, AmorePacific, and with leading brands such as Dior, Sephora, Givenchy, Tag Heuer, Paco Rabanne and more. Malherbe focuses its work on creating new concepts, boosting experiences both online and offline, elevating the client journey and services rendered, improving merchandising, and introducing digital and innovation.

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About Cushman & Wakefield www.cushmanwakefiled.com

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 53,000 employees in 400 offices and

60 countries. In 2019, the firm had revenue of $8.8 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services.