

Media release

Real I.S. lets office building 53 Hoche in Paris to Cerruti

- Office building fully let directly after complete restructuring
- Cerruti to move into prestigious new headquarters incorporating an artist workshop and a design studio in addition to office premises
- Complex scores highly for sustainability, excellence and high-class immediate location

Munich, Germany / Paris, France, March 1, 2024 – Real I.S. has let an office complex, situated at number 53 Avenue Hoche in Paris, to Cerruti 1881. After a comprehensive restructuring and modernisation, the historic building is now to be the headquarters of the luxury fashion house Cerruti, which is to move in by March already. In addition to the offices premises for around 100 employees, an artist workshop and a design studio of the fashion brand will be located in the modernized building.

"We are delighted to welcome Cerruti 1881 to our flagship building in the Golden Triangle, the origins of which date back to the 19th century. With its blend of historic charm and modern comforts, 53 Hoche is the ideal location for brands that value elegance and exclusivity," comments Christoph Erven, who heads the office of Real I.S. in France.

The remodelled building comprises around 1,445 square metres of space and offers up to 130 state-of-the-art workspaces, a terrace on the fifth floor, a spacious reception area, a glass roof and a green courtyard. The working areas are light and designed to be flexible, with 'WiredScore' certification for outstanding connectivity. In addition to light and varied workspaces, the building offers a range of top-quality amenities such as bike parking facilities, relaxation areas and conference rooms. The building benefits from its outstanding immediate location. The property is surrounded by a dynamic business environment and has excellent public and private transport links.

Real I.S. attached special importance to sustainability in the restructuring of the property, and applied circular economy principles, for instance by reusing and recycling building materials. Environmental aspects were also taken into consideration, such as the installation of a rainwater harvesting system for watering the garden and terrace. The aim of the modernization project was to be awarded an 'Excellent' rating by BREEAM (Building Research Establishment Environmental Assessment Methodology) assessors and to obtain the 'BBC Effinergie renovation' label.



Real I.S. has been operating in France for more than ten years. The Paris-based subsidiary manages a portfolio with 35 properties located in France, Belgium and Luxembourg. The value of these assets totals approximately 2.1 billion euros.

The Real I.S. Group has a track record of more than 30 years as BayernLB's fund provider specialised in real estate investment. As a member company of the Sparkassen-Finanzgruppe (German savings banks group, Land central banks and associated companies), the Group ranks among the leading asset managers in the German market. Along with alternative investment funds (specialised institutional AIFs and closed-ended retail AIFs) and an open-ended retail real estate investment fund, the range of products and services comprises customised investment fund solutions, club deals, joint ventures and asset management mandates for institutional clients. More than 75 percent of the aggregate portfolio is classified as a financial product under Article 8 of the EU Sustainable Finance Disclosure Regulation. Real I.S. Property Management GmbH completes the range of services. The company has assets of around EUR 13 billion under management. The Real I.S. Group has two licensed investment management companies (KVG) established under the German Investment Code (KAGB) and offices in France, Ireland, Luxembourg, the Netherlands, Spain and in Australia. More information is available on the company's websites at www.realisag.de or www.realisag.de

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