



Situated between the Kodak Theatre and the Grauman's Chinese Theatre, the West Coast flagship Virgin Megastore benefits from high brand visibility in the very heart of the world's entertainment capital. It also enables Virgin to play a part in the continued rejuvenation of Hollywood.

"Virgin's new store is a cutting-edge concept that is as much about entertainment as it is retail. It is ideally suited for Hollywood & Highland, a top destination for residents and tourists that has re-energized the area with its mix of premier entertainment venues, restaurants and eclectic retail," said Shaul Kuba, Principal of the CIM Group, the owner of Hollywood & Highland.

The Hollywood & Highland centre boasts 387,000sq ft of retail space leased to national, regional and local tenants, including a variety of restaurants, several of Hollywood's hottest nightclubs and a six-screen, state-of-the-art cinema adjacent to the world-famous Grauman's Chinese Theatre.

"As the entertainment capital of the world, Hollywood deserves a world-class store for music and video entertainment," said Council member Eric Garcetti, who represents Hollywood on the Los Angeles City Council. "Virgin's new concept will be right at home in a complex that already features live radio and television, a multiplex and the permanent home of the Academy Awards."

But Virgin's international growth continues. "The Hollywood store was our 250th," says Graham Wood. "We now have 252 stores worldwide and Bridgewater will be our 253rd. Internationally, we have 17 stores in the United States, otherwise, representation is actually controlled by Group and is

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Independent tenant focus with 15 years experience representing major multiple retailers at all types of shopping destinations as well as tenants of office and warehouse sites

Extensive contacts within the industry working closely with other retailer representatives through Property Manager's Association (PMA)

Projects previously undertaken for:
BMW • Dixons • Early Learning Centre
• Goldsmiths • Our Price • Wilkinsons
• Virgin Retail

*Working in partnership with
Virgin Retail Ltd*

Services include

- Analysis and negotiation of service charge ensuring value for money, benefit and legitimacy
- Benchmarking of costs against industry standards
- Promoting a working partnership with Landlords for benefit of all parties
- Review of other property overheads as required
- Exclusion of inappropriate or unnecessary costs, and attempting reductions/credits
- Full service charge management or bespoke project basis
- In two years, PPML has saved Virgin Retail over £240,000



PO Box 427, Bolsover, Chesterfield, Derbyshire S44 6PD
Mob: 07957 773273 Email: PeetPargma@aol.com