

ELEVATING PRESENCE, ONE MARKET AT A TIME



**roche
bobois**
PARIS

Case Study

In the early 2010s, French luxury furniture brand Roche Bobois was already a global name, but its North American presence lagged behind its European reputation. The brand's showrooms in key U.S. and Canadian cities were performing well, but the footprint was small and scattered. With ambitious growth goals and an emphasis on creating a consistent brand experience across the continent, **Roche Bobois engaged The Greenberg Group (TGG) to guide its site selection and expansion strategy.**



The Greenberg Group, Inc.
Real Estate Advisors to Leading Retailers

Roche Bobois Challenges

Roche Bobois faced a set of unique challenges entering its next growth phase in North America:



- **Market Education:** While known in design and luxury circles, the brand had relatively low general consumer awareness in many U.S. markets.
- **Location Criticality:** As a high-ticket, design-forward brand, success depended on positioning showrooms in affluent trade areas with a strong home furnishings ecosystem.
- **Real Estate Complexity:** Navigating diverse lease structures, landlord relationships, and competitive landscapes across different U.S. states and Canadian provinces.
- **Controlled Growth Pace:** Avoiding overextension while ensuring each new location reached maturity quickly.



TGG Strategy

Beginning in 2010, TGG partnered closely with Roche Bobois leadership to design and execute a deliberate North American rollout. The collaboration focused on:



- **Data-Driven Market Prioritization** – TGG combined **demographic analytics, competitive mapping, and retail co-tenancy analysis** to identify high-value metro areas where Roche Bobois could command premium positioning. Markets were tiered by potential revenue, brand fit, and available real estate opportunities.
- **Strategic Site Selection** – TGG leveraged long-standing landlord relationships to **negotiate prime showroom spaces in high-profile retail corridors**, often securing terms that reduced upfront capital risk. Showroom locations were placed in proximity to complementary luxury brands—both in apparel and home décor—to reinforce positioning and capture affluent traffic.
- **Negotiation & Deal Structuring** – TGG negotiated favorable lease terms, including **tenant improvement allowances and rent structures** tied to performance, aligning real estate commitments with sales ramp-up.
- **Expansion Management** – Coordinated a **steady cadence of openings to avoid operational strain while maintaining market buzz**. Balanced growth between company-owned showrooms and franchise partners in select markets.



Results

Since the beginning of the partnership, Roche Bobois experienced significant growth in its North American footprint, with new showrooms established in cities such as Los Angeles, San Francisco, Dallas, Toronto, Miami, and Chicago, alongside notable enhancements at the flagship location in New York. This expansion was complemented by remarkable performance milestones, including the Madison Avenue flagship becoming one of the highest-performing stores within the global network. Canadian locations also stood out, regularly ranking at the top in terms of sales per square foot.

**roche
bobois**
PARIS
Notable
Locations



San Francisco



Toronto



Dallas



Miami



Chicago



NEW YORK
(Flagship Location)



Roche Bobois | Madison Ave, NY Location

The brand's visibility was further elevated through a strategic clustering of stores within design-oriented retail districts, effectively reaching affluent homeowners, designers, and architects. Central to this success was a commitment to operational stability; the phased approach ensured that each new location received the support, staffing, and marketing necessary to achieve profitability before embarking upon expansion into the next market.

Today, Roche Bobois operates a strong and growing network of directly owned and franchised showrooms in North America, with new locations planned for Austin, Las Vegas, and Montreal's Royal Mount development.



The Greenberg Group continues to provide strategic advisory on location pipeline, lease renewals, and market entry sequencing—**ensuring the brand's expansion remains profitable, brand-aligned, and resilient in a competitive luxury retail environment.**