

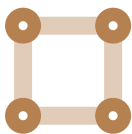
Our Properties

Emporium Melbourne

Melbourne, VIC

Wurundjeri Woi Wurrung and Bunurong Country

A PREMIUM FASHION AND LIFESTYLE HUB IN
MELBOURNE CBD



44,108 sqm



20.3m

Annual visits



2,824,829

Gross lettable
area (GLA)

People in total
trade area (TTA)

All figures are correct as at 31 December 2025

Emporium Melbourne is a seven level City Centre shopping destination located in the heart of Melbourne's CBD. Opened in 2014, the centre has evolved from a heritage building into a premier retail and lifestyle precinct. Emporium Melbourne is home to strong mix of Australian designer and international retailers, complemented by quality dining offerings and premium experiences, such as Camilla and Marc, Zimmermann, Oroton, On, flagships NBA Store and Rebel, coworking group JustCo, and newly expanded Uniqlo.



Emporium Melbourne, VIC
Credit: Vicinity Centres

Key facts

Valuation

Sustainability

Metrics

Demographics

Ownership interest	Co-owner
50%	GIC - 50%
Centre Type	Date acquired

City Centre

2007

First opened

Latest redevelopment

2014

2024

Trade area

Mini major tenants

Glue Store

Haidilao Hot Pot

Kookai

Lululemon

Muji

NBA Store

Nike

Rebel

Seed

Tetsujin Sushi Train BBQ

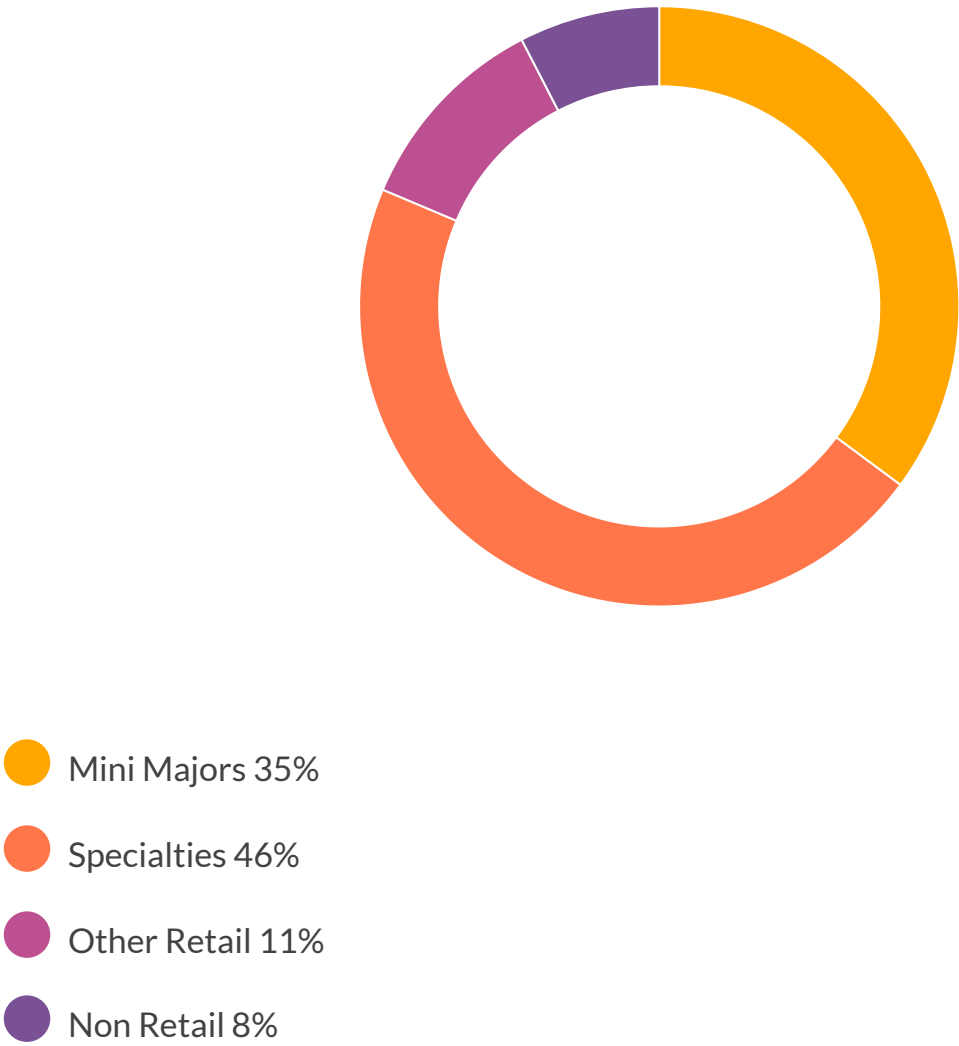
The North Face

Uniqlo

Victoria's Secret

Stores > 400 sqm, by Sales Group.

Tenant mix by gross lettable area (GLA)



Specialty store lease expiry profile by income

Financial Year 2026

*Includes holdovers.

16%

Financial Year 2027

16%

Financial Year 2028

14%

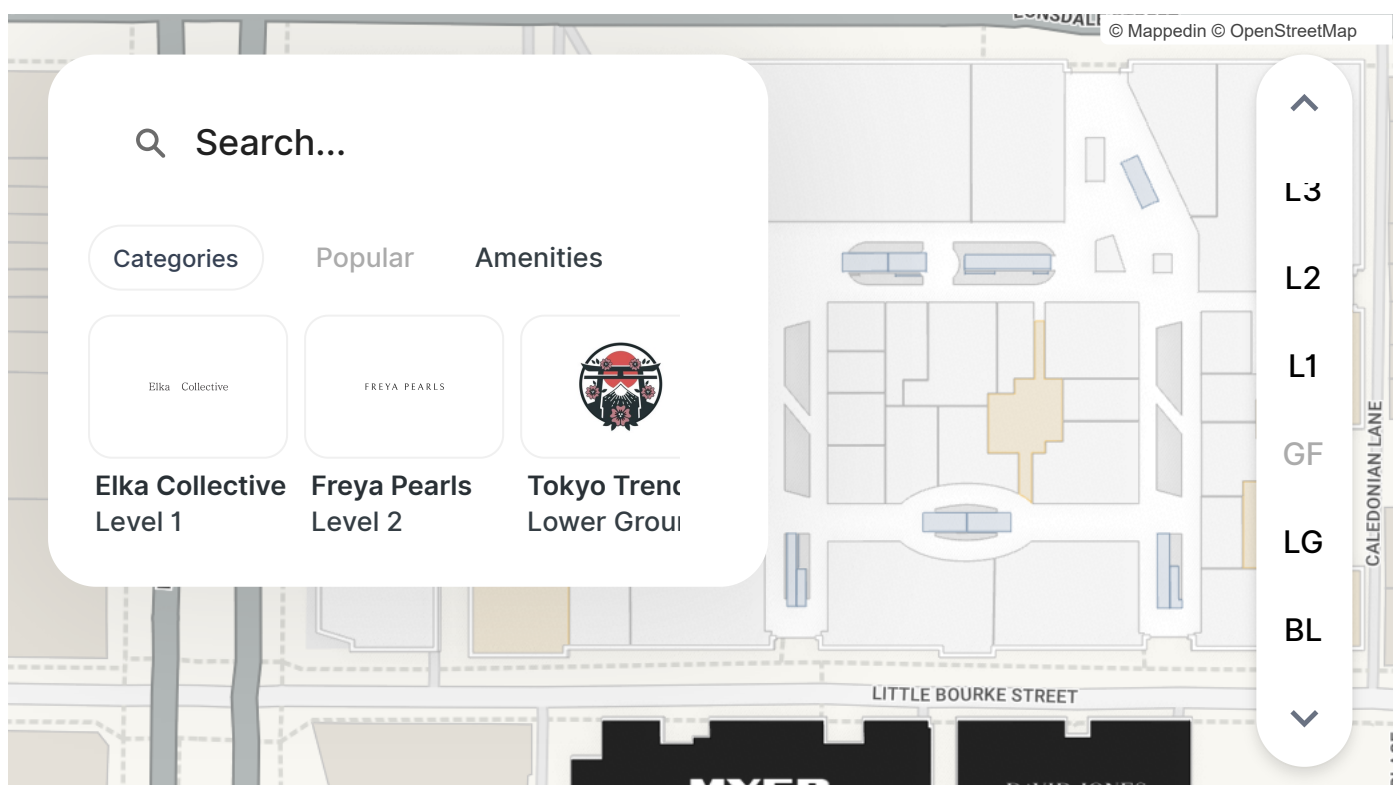
Financial Year 2029

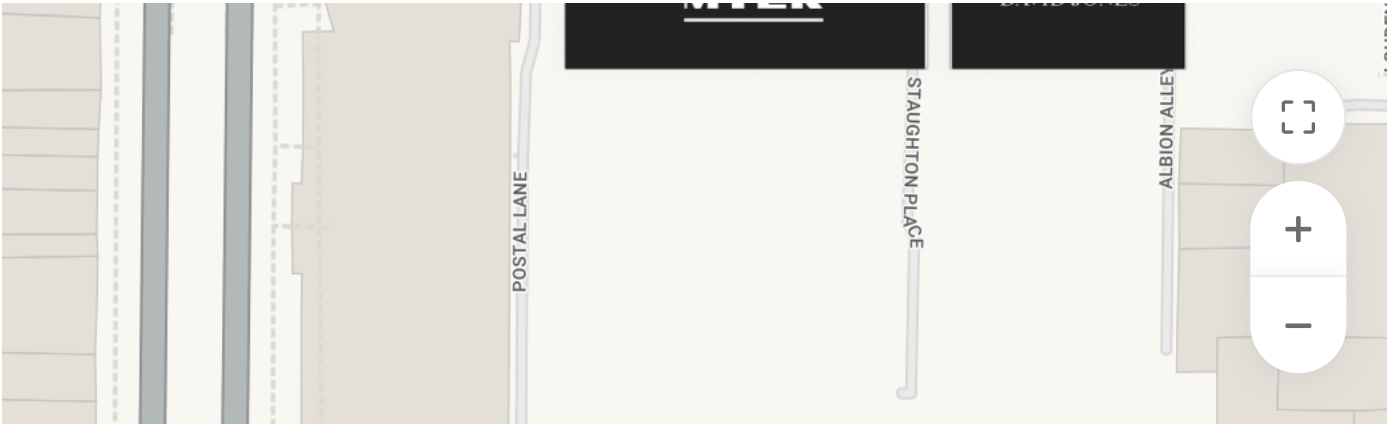
24%

Financial Year 2030+

30%

Floor plan





Leasing Enquiries

+

Pop Up Retail Enquiries

+

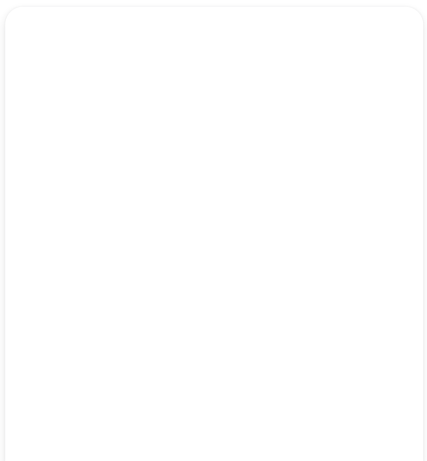
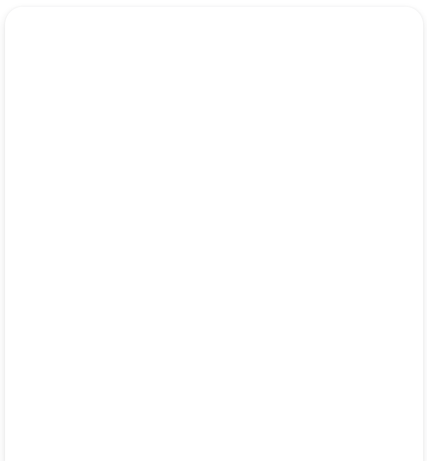
Advertising Enquiries

+

Download Fact Sheets

+

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at the 2026
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FURTHER INFORMATION

Talk to us

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[Emporium Melbourne website](#) 

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Media outlets notice

Media must seek permission to film, photograph or conduct interviews at any of our centres. Please submit requests in advance to [Vicinity Corporate Communications](#).

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QueensPlaza

Brisbane's home of luxury brands and mouthwatering dining



Uptown

Multi-level retail centre in the heart of Brisbane



Chadstone

Australia's largest retail destination and thriving mixed-use precinct

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More ways to contact us 

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Australia

Get directions  

Connect with us



As an owner and manager of community hubs right across Australia, Vicinity acknowledges the Traditional Custodians of the lands on which we operate and we pay our respects to Elders past and present.

Learn more about our [Reconciliation Action Plan](#)

The website may contain the names and or images of Aboriginal and Torres Strait Islander individuals now deceased.

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