



## SUCCESS STORY

*Banana Republic*

KING KALAKAUA PLAZA  
2080 KALAKAUA AVE  
HONOLULU, HI  
96815

BANANA REPUBLIC

STATISTICS  
23,000 SF OF BLDG

### INTRODUCTION

Located on the corner of Kalakaua Avenue and Kalaimoku Street, Banana Republic is situated on in the prime retail corridor in Hawaii. Foot traffic on Kalakaua Avenue is more than double than any other area in Waikiki. The immediate surrounding neighborhood consists of Niketown, Tiffany & Co., Coach, Gucci, Chanel and Yves Saint Laurent. Banana Republic is a luxury brand, offering high-quality apparel and accessories collections for men and women.

### CHALLENGE

It was challenging to get the mainland corporate real estate committee to approve the store since it was four times larger than their average store and not located within a mall.

### SERVICES

Colliers Monroe Friedlander represented Banana Republic in lease negotiations for their flagship store in a pioneering location as well as securing tenant improvement allowance.

### RESULTS

This flagship store opened on time and on budget. Banana Republic has remained an anchor tenant for this project, along with Niketown, even as other tenants have come and gone.

