

Press Release

The Location Group rebrands as The Prime Location Group

Zurich, October 2025 — After nearly two decades as one of Europe's leading retail real-estate advisory firms, The Location Group has officially rebranded as The Prime Location Group to reflect its expanded international footprint and continued commitment to excellence across the world's most exclusive high streets. Founded in 2005 by Marc C. Riebe, the company has been instrumental in securing flagship retail and hospitality locations for global brands such as Louis Vuitton, Chanel, Gucci, Hermès, Prada, Zimmermann, Tiffany & Co., Starbucks, KFC, and Pret A Manger. The rebrand unites all affiliated and regional entities — including The Location Group Zurich, Luxury Location Group, and Location Group ZH — under one global umbrella brand: The Prime Location Group. This consolidation strengthens the company's identity as an integrated European powerhouse for luxury retail and F&B; expansion, investment, and advisory services.

"After 20 years of successfully placing global brands on Europe's most prestigious retail streets, our new brand name reflects both our heritage and our next chapter," says Marc C. Riebe, Founder & CEO of The Prime Location Group. "We are proud to operate under one unified brand representing excellence, integrity, and global reach."

Operating across Zurich, Geneva, Basel, Gstaad, Lausanne, St. Moritz, Zermatt, Munich, Paris, London, Milan, Amsterdam, Vienna, and Saint-Tropez, The Prime Location Group continues to lead in connecting international luxury, fashion, and F&B; brands with the world's finest retail destinations. For more information, visit www.location.ch or follow the company on LinkedIn (<https://www.linkedin.com/company/location-group/>).