

RETAIL

Westfield links with Uber for retail ride-sharing

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Westfield Century City. Image courtesy of Westfield

By STAFF REPORTS

Shopping center group Westfield Corporation is making it easier for consumers to travel to and from its malls through a nationwide partnership with Uber.

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As part of the alliance, announced Aug. 31, Westfield will set up designated areas at its U.S. properties for customers to be dropped off and picked up by Uber drivers. With foot traffic down in malls, operators are leaning on new services to attract customers.

Driving traffic

Each Westfield shopping center in the U.S. will have one to 10 Uber stations with highly visible signage. The mall owner compares these to taxi stands at transportation hubs or entertainment venues.

Some malls will also have an information kiosk at the Uber stations, which will be staffed by dedicated customer service personnel.

Westfield's pick up and drop off locations will be mapped on Uber's application, so when consumers request a ride, they can easily designate their origin or destination.

Along with the stations, this partnership also includes the creation of an Uber Lounge at Westfield Century City, which will feature seating and amenities for waiting riders. The shopping center in Los Angeles is currently undergoing a \$1 billion renovation, with construction slated to wrap this fall.



Screenshot of Uber app. Image credit: Uber

Along with its new look, Westfield Century City is also opening a new Nordstrom location later this year ([see story](#)).

"Westfield's shopping centers already have an incredible combination of fashion, food, services, and amenities all in one place with digital enhancements such as product search, directional and frictionless parking," said William Hecht, Westfield's chief operating officer in the United States. "Now, we are thrilled to be able to partner with Uber to leverage modern technology in a way that makes it more convenient than ever to travel to and from any Westfield destination."

Uber and luxury retail have gone hand-in-hand with other partnerships.

For example, German fashion label Hugo Boss is going on demand with the help of a feted player in the new economy.

With the help of Uber, Hugo Boss is debuting Boss On Demand, a multichannel shopping experience designed to combine the diverging strengths of in-store and online shopping. As bricks-and-mortar revenue decreases and ecommerce grows, an omnichannel approach will allow Hugo Boss to maintain both channels and stand out from competitors ([see story](#)).