

Nicolette.

Retail Tenancy Proposal

Nicotine retail, reimagined.

A clean, design-led nicotine store seeking a booth and a flagship in your centre. We are looking for both.

Seeking: a booth and a flagship store. Adult-only (21+) retail.

DATE

June 2026

PREPARED BY

Nicolette

A premium nicotine retailer for your centre.

Nicolette is a design-led nicotine brand that reimagines a category usually hidden behind a convenience counter. We want to trade two ways in your centre, a **booth** on the concourse (compact or large-island format) and a full **flagship store**, and we are seeking **both**. We would trade from a concourse position for the booth and an in-line unit for the store, where a clean, design-led storefront does the most for both the brand and the centre. We fund the fit-out in full, and we are open to whatever rent structure suits the centre.

This is not a vape shop.

Nicolette treats nicotine like any other modern retail category, with clean lines, considered lighting, careful merchandising and trained staff.

The category has a reputation: dim, cluttered and treated as taboo. We are the opposite. Open, premium and transparent, and built to stand beside your best beauty and lifestyle tenants.

Typical nicotine retail

- × Cluttered, harsh neon
- × Tucked away, taboo
- × Transactional, no service
- × Down-market fit-out

Nicolette

- + Clean, well-lit
- + Front-of-house, open
- + Trained, consultative staff
- + Premium, brand-led design

Growing demand meets premium centre footfall.

Nicotine is shifting decisively toward smoke-free alternatives, and shoppers increasingly expect a retail experience that matches other premium categories.

Why now

Smoke-free nicotine is one of the fastest-growing consumer categories. Today these products are sold with little curation or service, which leaves a clear gap for a trusted, branded specialist that treats the customer well.

Why your centre

A premium centre delivers exactly the adult footfall this category needs. A booth converts concourse traffic immediately, while a flagship store anchors the brand and gives shoppers a reason to return.

In short

A fast-growing category, under-served today, matched to a premium adult audience already walking your centre. Nicolette is built to capture it responsibly.

A booth and a store. We want both.

We are not phasing one after the other. We would like to operate a booth and a flagship store in your centre, each in a position that does the concept justice. The booth comes in two footprints.

Booth, compact

Small booth

A tidy kiosk footprint for a high-traffic concourse. Core range, brand-forward, quick to fit out.

Booth, island

Large booth

A full island booth with display walls and a service counter. The complete booth experience.

In-line, store

Flagship store

A full in-line storefront with the complete range, consultation space and a destination presence.

The ask. We want both a booth and a flagship store. Nicolette is built to be seen – a clean, glazed storefront that lifts the concourse and sits naturally beside your beauty and lifestyle tenants – so the concept works best as a booth on the concourse and an in-line unit for the store. We would welcome a conversation about where it fits best in your centre.

Formats and preferred positions.

Format	Type	Preferred position
Small booth	Kiosk or RMU	Ground-floor primary concourse
Large booth	Island booth	Wide concourse or central atrium
Flagship store	In-line unit	Prime in-line position, near an anchor

Booth siting priorities

A high-footfall primary concourse with clear sightlines and room for a tasteful adult-only perimeter. We will size the booth to the position offered.

Store siting priorities

A primary-level in-line unit with strong anchor adjacency and storefront glazing, ideally beside beauty and lifestyle tenants.

How it looks in the centre.



Small booth. Compact kiosk footprint with core range and integrated age verification. Indicative render.



Large booth. Full island booth with display walls and a service counter. Indicative render.



Flagship store. A full in-line storefront with the complete range, consultation space and a premium destination presence. Indicative render.

Simple, and built around the centre.

We keep the commercials straightforward. We carry the investment, and we stay flexible on rent so the arrangement can be structured around what works for you.

Investment

We fund fit-out

Both formats are designed, built and fitted out in full by Nicolette.

Rent

Flexible structure

Open to base rent, turnover rent or a hybrid, whichever suits the centre.

Numbers

Shared on request

A detailed trading model, tailored to the position offered, available on request.

We would rather agree the right positions first, then build the commercial terms around them together. Tell us what is available and we will return with a tailored proposal.

A clean, low-risk tenant to work with.

We fund the fit-out

Both formats are designed, built and fitted out in full by Nicolette, so the build-out is on us.

Flexible on rent

Open to base rent, turnover rent or a hybrid, structured around what works for the centre.

One operator, two formats

A booth and a store from a single covenant, filling concourse and in-line space with one tenant.

Premium and compliant

A design-led, strictly adult-only operator built to sit comfortably alongside beauty and lifestyle tenants.

Adult-only, by design.

In-store age verification

Mandatory ID checks for every customer, supported by point-of-sale age-gating, trained staff, and clear adult-only (21+) signage and zoning. A Challenge 25 policy is enforced at all times.

Regulatory posture

Full compliance with all applicable tobacco and nicotine retailing regulations and local licensing, responsible merchandising away from the sightlines of minors, and complete product traceability.

From agreement to open.

- **Step 1**
Heads of terms and design
Positions and terms agreed for the booth and store, and the designs finalised.
- **Step 2**
Booth opens on the concourse
A fast fit-out, with trading beginning on the mall floor.
- **Step 3**
Flagship store opens
The full storefront launches in the agreed in-line unit.

We pursue both formats together. If a position for one is ready sooner, we can open it first without waiting on the other. Target dates are agreed jointly once positions are confirmed.

11 Next Steps & Contact

Do you have the right space for us?

We are looking for a concourse site for the booth and an in-line unit for the store. Tell us what is available and we will return with a tailored proposal. We would welcome a meeting to walk through the concept.

CONTACT	CONTACT
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