Meran – Merano

Elegance has an address: a luxury boutique in the heart of Merano's Portici

Property ID: IT264153460



PURCHASE PRICE: 1.500.000 EUR • ROOMS: 6

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At a glance

Property ID	IT264153460
Rooms	6

Purchase Price	1.500.000 EUR
Interest/Investment houses	Multi-occupancy house / multi-family home
Total Space	ca. 236 m²
Condition of property	Modernised

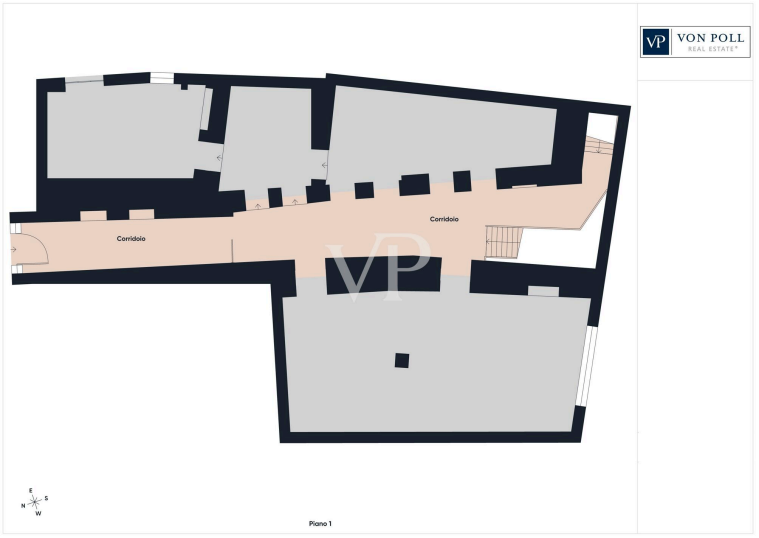
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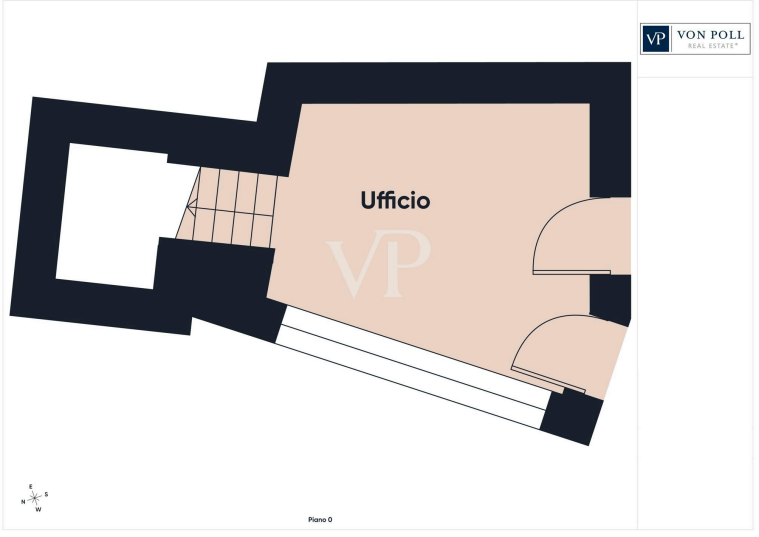
Energy Data

Type of heating	Single-storey heating system
Power Source	Air-to-water heat pump
Energy information	At the time of preparing the document, no energy certificate was available.

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Floor plans





This floor plan is not to scale. The documents were given to us by the client. For this reason, we cannot guarantee the accuracy of the information.

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A first impression

In the heart of Merano's historic center, on Via Portici Alta, we are offering for sale an elegant retail space that currently houses a luxury clothing store, located in one of the city's most prestigious and popular shopping destinations.

The boutique, with a floor area of approximately 236 m², stands out for its high-end commercial positioning and its offerings tailored to a refined and discerning clientele, featuring a selection of prestigious international brands.

One of its most notable features is its layout, which includes two separate entrances: the first directly off the renowned Portici di Merano on Via Portici Alta, and the second from the charming little square of the Kurhauspassage. This feature offers attractive dual retail exposure, greater accessibility, and the opportunity to capture foot traffic from two different directions—and, above all, from the new pedestrian exit of the Caverna Garage beneath Monte Benedetto, which has approximately 600 parking spaces.

The location is particularly strategic: the Portici constitute the main commercial thoroughfare of Merano's historic center, frequented daily by residents, visitors, and international tourists, with a significant presence of customers from German-speaking countries. This setting is perfectly suited to the positioning of a high-end boutique.

The approximately 236 m² of space, combined with dual access points and its location in a prestigious commercial setting, makes this opportunity particularly attractive to fashion industry professionals, international brands, or entrepreneurs interested in developing or consolidating their presence in the luxury segment.

A commercial opportunity of particular interest, where location, size, and the prestige of the setting come together to offer a rare opportunity in the heart of Merano's shopping district.

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All about the location

The Portici di Merano represent the commercial heart and the city's most distinctive shopping district—a highly prestigious location for businesses seeking to stand out and appeal to customers who value quality, style, and exclusivity.

Located in Merano's historic center, the Portici stretch for about 400 meters, connecting Piazza Duomo to Piazza del Grano via a picturesque pedestrian route characterized by ancient arches, historic buildings, and storefronts. A street rich in charm and tradition that, for centuries, has been the main hub of the city's commerce.

The area is distinguished by an elegant and lively atmosphere, where traditional shops meet sophisticated boutiques, fashion stores, specialty shops, cafés, and refined venues. This is a particularly attractive setting for a high-end fashion boutique, thanks to a diverse clientele comprising residents, professionals, Italian visitors, and international customers who visit Merano year-round.
Key strengths of the area for a high-end fashion business
- Prestigious retail location: the Portici is Merano's main shopping street, one of the most recognizable and sought-after locations for businesses in the historic center.
- Pedestrian exit from the new Garage Caverna beneath Monte Benedetto, with 600 parking spaces.

- Pedestrian traffic and visibility: the constant flow of people walking along the street to stroll, shop, and discover the boutiques represents a significant opportunity for a business to gain visibility.

- International clientele: Merano is a renowned tourist destination, frequented by Italian and foreign visitors, particularly those from German-speaking countries—an attractive market for mid-to-high-end and high-end retail.

- Ideal setting for luxury and fashion: The presence of boutiques, high-end clothing stores, shoe shops, and accessory stores creates a retail environment consistent with the positioning of a high-fashion brand.

- Architectural charm and historical identity: The ancient arcades, historic facades, and atmosphere of the historic center give the area a distinctive character, capable of enhancing the image and identity of an exclusive brand.

- Year-round shopping: the covered arcades allow shoppers to stroll and shop even in the rain or less favorable weather conditions, offering a tangible advantage over completely open-air shopping streets.

- Complementary businesses: Restaurants, cafes, specialty shops, and other commercial establishments help keep the area vibrant and attract visitors not only for shopping but also for leisure activities.

- Central location and amenities: proximity to Piazza Duomo, Piazza del Grano, Corso della Libertà, and the main attractions of the historic center.

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Contact partner

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