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Ian Kelley Launches Allura Real Estate Partners: A Specialised Advisory Firm Unlocking Value in Trophy & Luxury Retail Properties

Paris, France – Allura Real Estate Partners is officially launching as a specialised and independent advisory firm dedicated to unlocking value in Europe’s most prestigious retail properties. Founded by Ian Kelley, a recognised expert in European luxury retail real estate, Allura offers a highly specialised, independent approach for investors, property owners, and international retailers looking to navigate and maximise opportunities in this unique asset class.



Ian initially founded the Paris office of BMO Real Estate Partners in 2015, where he built one of Europe’s largest high-street retail portfolios culminating in over €2 billion of assets. Now, with Allura, he brings that expertise to a new, agile, and client-focused platform.

Unlike traditional real estate investment firms, Allura delivers a unique combination of acquisition advisory and asset valorisation—without requiring ownership changes. “We go beyond transactions to enhance, reposition, and optimise individual assets, providing tactical support that helps investors and property owners achieve the full potential of their prime luxury retail properties,” said Ian Kelley, Managing Partner of Allura Real Estate Partners.

“Whether through innovative leasing strategies, repositioning plans, or securing strategic locations for retailers, at Allura, every opportunity is carefully curated as we leverage our expertise and bring hands-on support to our clients,” said Ian Kelley.

“I am thrilled to embark on this entrepreneurial journey,” he continued. “Allura represents an exceptional opportunity to bring innovative, value-driven solutions to private investors, real estate owners, and international retailers within the European luxury retail landscape.”

About Allura Real Estate Partners

Allura Real Estate Partners is an independently owned boutique advisory firm specialising in luxury retail and trophy properties across Europe. Allura offers strategic advisory services to private investors, direct property owners, and international retailers, providing expert guidance and tailored solutions in Europe's premier retail markets.

Contact

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