



# L'Auberge Espagnole in Jette

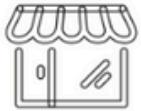
## *Miroir neighbourhood*

The Auberge Espagnole in Jette is located at 22 Rue Léon Theodor, on a street near Place Reine Astrid (better known as Place du Miroir), the nerve centre of the municipality. The neighbourhood is described as a quiet, pleasant, friendly and multicultural place that meets everyday needs. On Sundays, Place Reine Astrid hosts the market, an unmissable event and a real institution for residents.

In addition to the major retailers, shoppers highlight the wide variety of local shops in the neighbourhood: La Câlinerie cheese shop, Cortoos butcher's, Comme chez Nous... Pour vous delicatessen, the Sirre bakery, and so on. A few shops selling everyday items (Hema, Kruidvat, etc.) sit alongside original concepts such as the Mot Passant bookshop, the Sajou toy shop, the Re:work co-working café and the Ritons second-hand furniture shop.

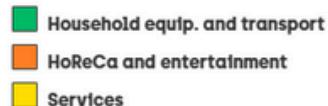
In terms of HoReCa, there are both high-quality restaurants and fast food establishments, which are popular with younger people. The lunch menus, which can be eaten in or taken away, are very popular.

During our last panel discussion (held in 2025), shoppers told us they would like to see certain shops open in the Miroir neighbourhood, such as a fishmonger's, an ice cream seller, a tea room, a Belgian restaurant, a ramen restaurant, a bao restaurant, etc. They value the small independent shops that give their neighbourhood its charm!

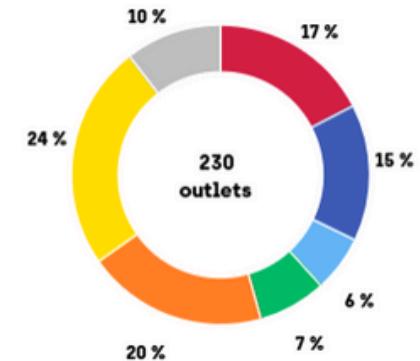


## Commercial offering

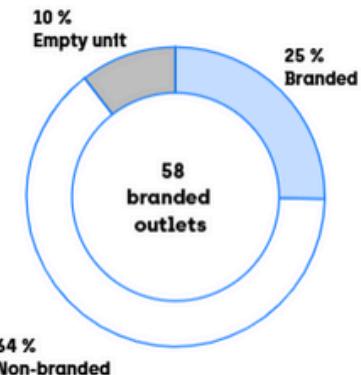
Last update of the inventory in June 2025



Commercial mix



Brand network



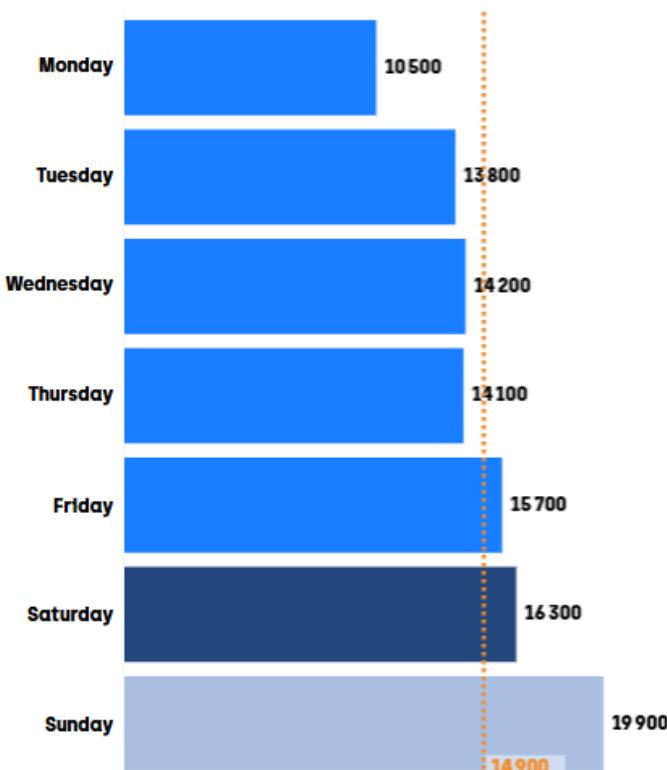


## Pedestrian traffic

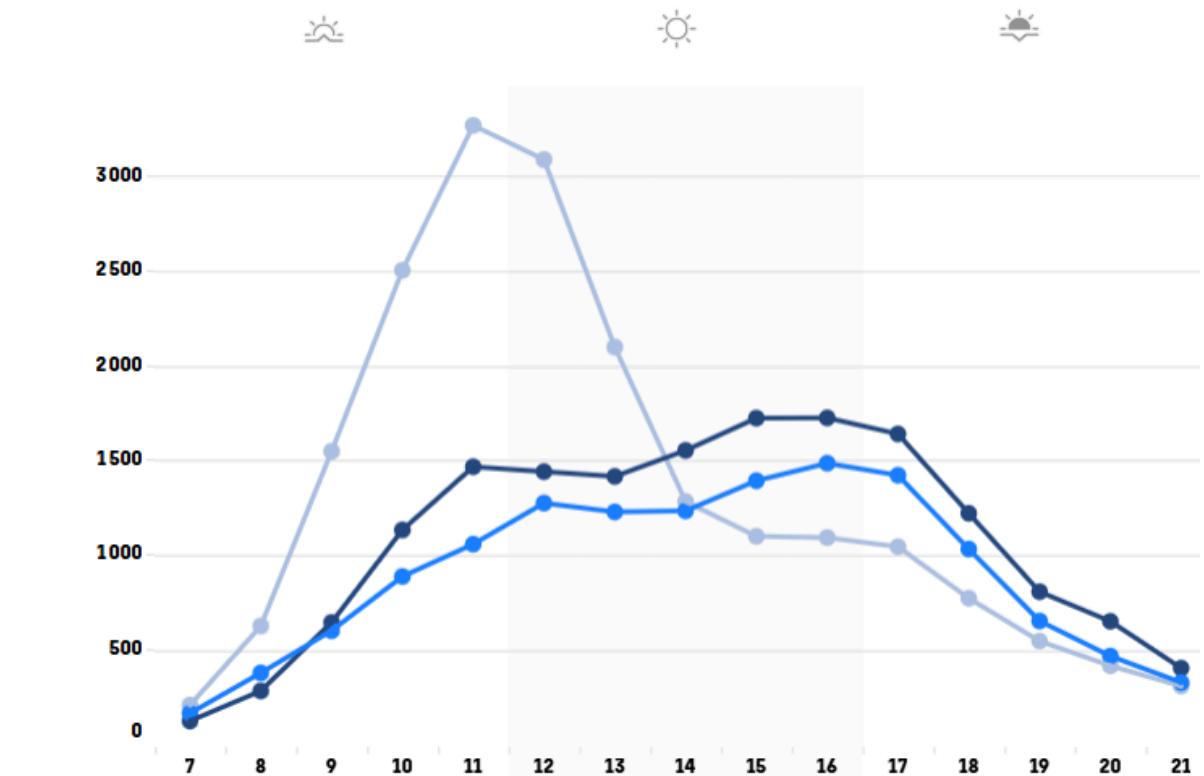
Counts by wifi sensor in section: Place Reine Astrid 1-7 / Koningin Astrid Plein 1-7

Period: January 2024 to July 2025 [7 a.m. to 9 p.m.]

Weekly average



Hourly average

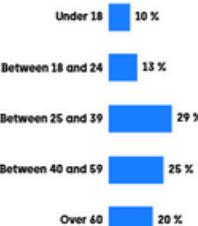




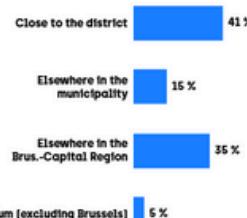
## Profile of shoppers

Based on 208 surveys conducted in February 2020

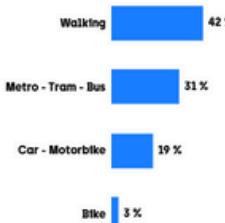
### Age



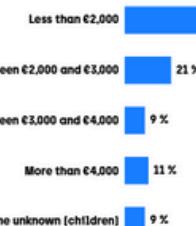
### Origin



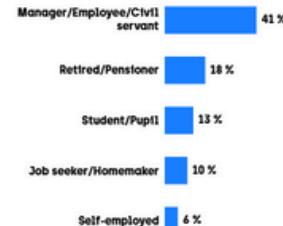
### Mean of transport



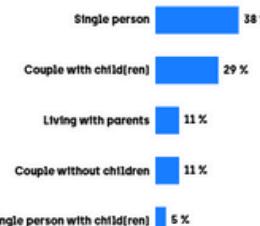
### Monthly income



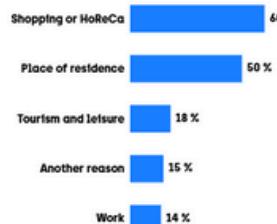
### Socio-professional categ. [top 5]



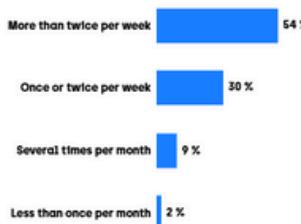
### Household status [top 5]



### Reasons for presence [top 5]



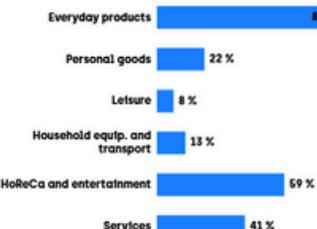
### Frequency of visits



### Spending per visit



### Categories of shops visited



### Desired shops - Top [based on 43 surveys]



## What our incubatees think of this neighbourhood:



'We were pleasantly surprised by Jette. It's a neighbourhood that knows L'Auberge Espagnole. At first, the novelty effect was beneficial for our sales.'

*Maria & Abdou - Chouïa Maison*



'The neighbourhood is very lively; it is the commercial heart of Jette and has a strong village feel, which helps to build customer loyalty.'

*Audrey - Nouvelle Version Déco*



### These projects grew at L'Auberge Espagnole in Jette:



CHOUÏA  
MAISON

CASA KORMA  
Concept Store



Any questions? Contact us by email:  
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[ L'AUBERGE ]  
ESPAÑOLE