



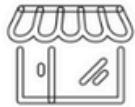
# Kokotte Jette

## Miroir District

Kokotte Jette is located at 288 Avenue de Jette, on a street leading to 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 local residents.

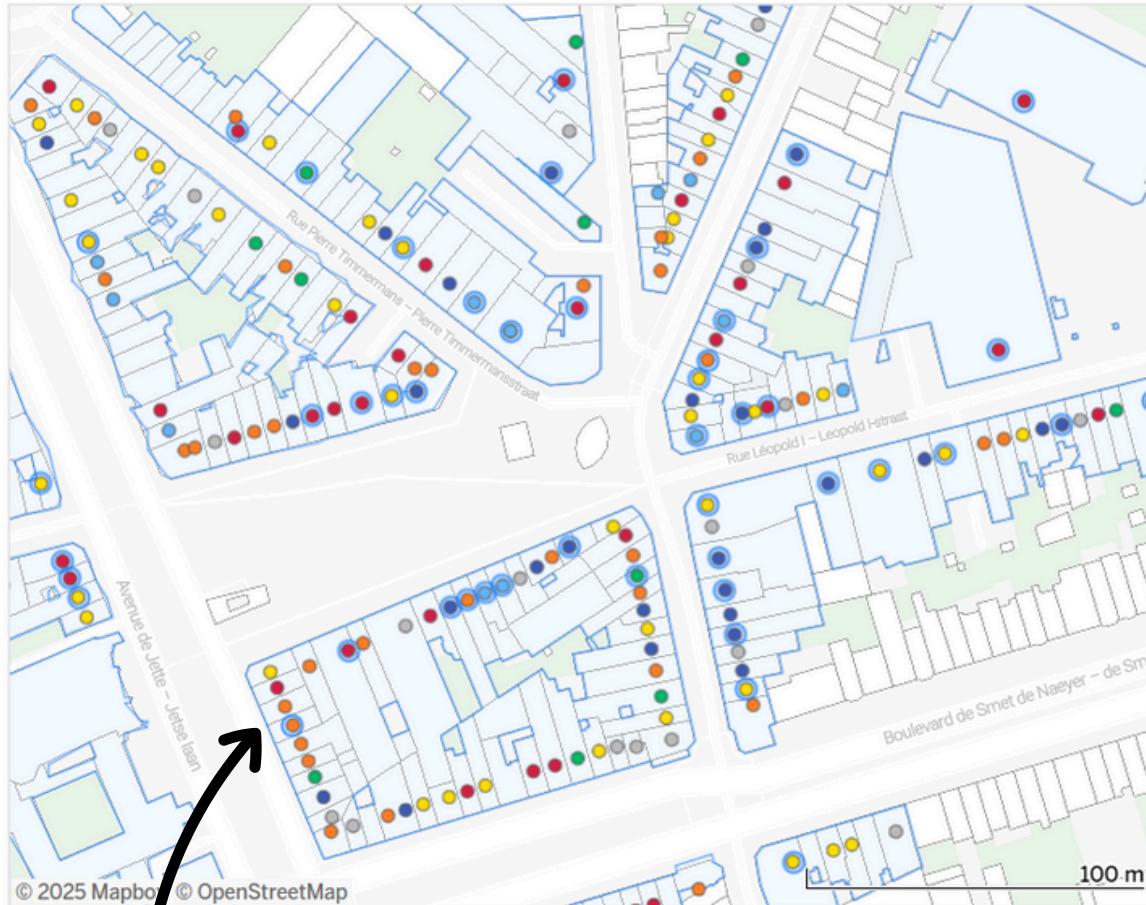
In terms of HoReCa, there are both high-quality restaurants (Wine in the City, Jalebi, Braceria 1090, Almas al Sham, La Penisola, etc.) and fast food outlets (O'Tacos, Dominos Pizza, Ozashi Sushi Bar, etc.), which are popular with younger people. Lunch menus, to eat in or take away, are very popular (La Fermette, Peppermint Park, Friterie du Miroir, Meat-In Smash burger, etc.). In addition to the big names, shoppers highlight the wide variety of local shops in the neighbourhood (bakeries, grocery stores, butchers, etc.). A few shops selling everyday items (Hema, Kruidvat, etc.) sit alongside original concepts such as the Mot Passant bookshop, the Sajou toy shop and the Re:work co-working café.

During our last panel (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 parlour, 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

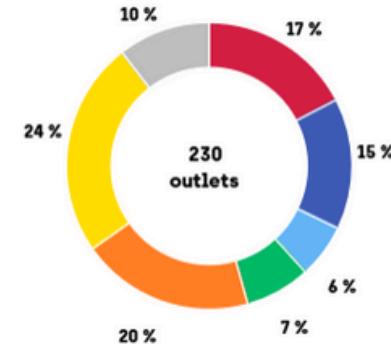


Kokotte is located here

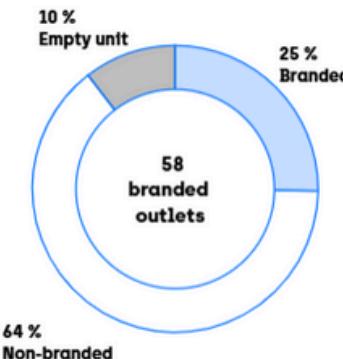
- Everyday products
- Personal goods
- Leisure
- Enseigne en réseau

- Household equip. and transport
- HoReCa and entertainment
- Services

### Commercial mix



### Brand network



- Empty unit

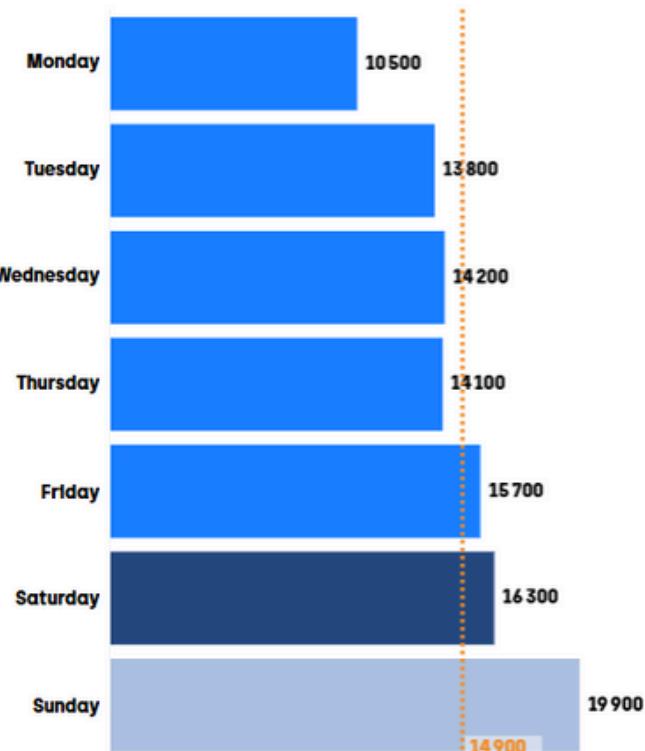


## Pedestrian traffic

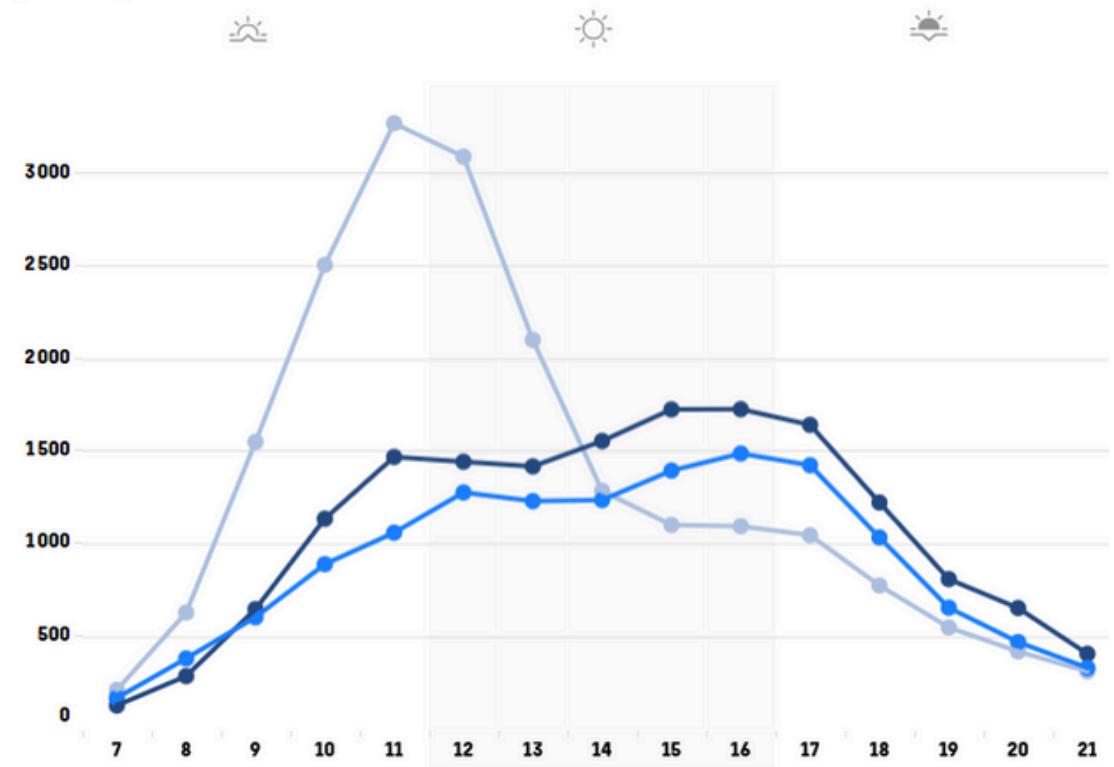
Counts by wifi sensor in section: Place Reine Astrid 1-7 / Koningin Astrid Plein 1-7

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

Weekly average



Hourly average

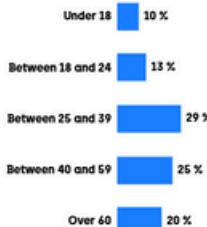




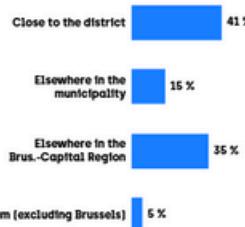
## Profile of shoppers

Based on 208 surveys conducted in February 2020

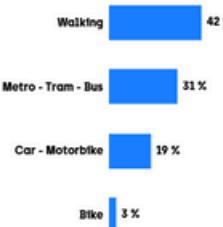
### Age



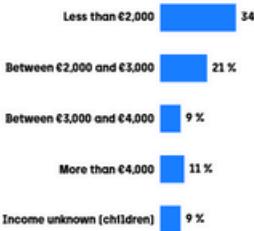
### Origin



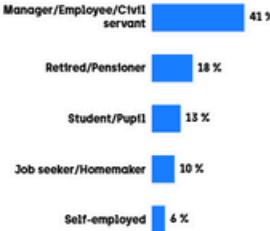
### Mean of transport



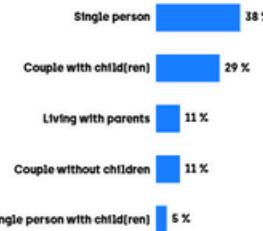
### Monthly income



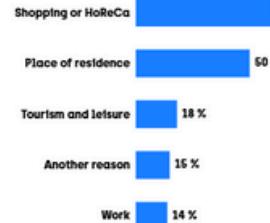
### Socio-professional categ. (top 5)



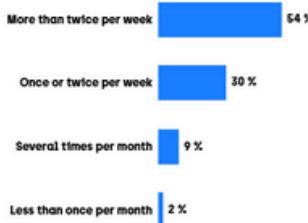
### Household status (top 5)



### Reasons for presence (top 5)



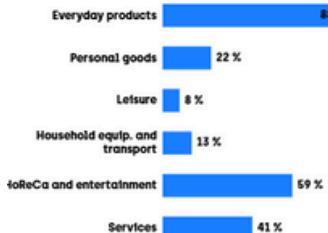
### Frequency of visits



### Spending per visit



### Categories of shops visited



### Desired shops - Top (based on 43 surveys)



## What our incubatees think of this neighbourhood:



'The pedestrianised Place Reine Astrid is very pleasant. There are many shops in the surrounding area. And the Sunday market brings the square to life.'

*Lac - Bánh Original*



'The neighbourhood gave us such a warm and welcoming reception. Beyond the food, there was a real sense of sharing with the customers, even to the point of a certain "connection". I really wanted people to come and feel good, and they gave us that right back!'

*Marie-Christine - Undā*



### These projects grew at Kokotte Jette:



Any questions? Contact us by email:  
[kokotte@hub.brussels](mailto:kokotte@hub.brussels)