



P R E S S R E L E A S E

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For immediate release

ARKET SELECTS BLUEWATER FOR FIRST UK STORE OUTSIDE LONDON

Landsec has announced that Arket, H&M Group's latest fashion and lifestyle brand, is to open its hotly anticipated first store outside central London on Bluewater's Guildhall in May.

The 11,000 sq ft store will create a Nordic-inspired fashion and lifestyle destination providing essential products for women, men, children and the home, with a focus on sustainability, durability and quality. Since the launch of its maiden store on Regent Street in 2017, Arket has been heralded for shaking up the UK high-street with its mission to democratise quality, providing well-made items designed to be used and loved for a long time.

Created by Swedish retail giants H&M Group, the Arket store concept reflects the new brand's 'modern-day market' appeal, combining the efficiency and easy overview of an archive collection, a spacious layout allowing the customer room to breathe, and the warmth of its Nordic café.

Russell Loveland, Portfolio Director at Landsec, co-owner and asset manager of Bluewater, said: "Arket's selection of Bluewater for its first UK store outside London reaffirms the centre's position as the destination of choice for international brands seeking somewhere special from which to launch their expansion. Arket has a refreshing take on long-lasting design and quality that will appeal to our guests, and the brand's focus on their in-store experience reflects our own ethos. Arket is an outstanding addition to Bluewater."

Sam Miller, Head of Expansion at H&M Group, added: "Landsec really understands the Arket brand and, in doing so, has delivered the perfect location for our move outside of London. There is a tangible sense of quality at Bluewater that complements Arket and we are going to be in great company on the Guildhall. We are very excited to be opening at Bluewater this spring."

In the last 12 months, Landsec has welcomed a succession of premium fashion and lifestyle brands on Bluewater's Guildhall, including the first kate spade new york outside London, Coach's debut standalone store in the South East, and The White Company's new regional flagship.

CBRE and Time Retail Partners represented Bluewater. Arket dealt directly.

Ends

For further information, please contact Nick Thornton or Amanda McNally at Aver via nickthornton@aver.uk.com or amandamcnally@aver.uk.com.

Notes to Editors

At Landsec, we believe great places are for people to experience and are made with the experience of great people. As the UK's largest listed commercial property company, with 23.7 million sq ft of real estate and a portfolio valued at £14.2 billion, we own and manage some of the most successful and recognisable assets in the country.

In London, our portfolio totals more than £7.8 billion, and consists of 6.5 million sq ft of real estate. From the world-famous Piccadilly Lights to the transformation of Victoria, SW1, we deliver exceptional experiences for the businesses and people that live and work in, and visit, the capital.

In Retail, across our 17.2 million sq ft of assets, we create outstanding experiences for customers and guests alike. Combined with the strength and resilience of our portfolio, this means we regularly outperform industry benchmarks for footfall and sales. We offer more than convenience and choice, recognising that memorable destinations are key to attracting the shoppers and retailers of today, and tomorrow.

We also aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon and climate resilience. Everything we do is grounded in experience and begins with people. We deliver value for our shareholders, great experiences for our customers and positive change for our communities. At Landsec, everything is experience.

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