

**JUNE 13 2018**  
**NEWS RELEASE**



### **ST DAVID'S INVESTS IN A MAJOR NEW SEATING CONCEPT**

The St David's Partnership, owners of St David's in Cardiff, one of the UK's premier retail and leisure destinations, has today revealed an enhanced customer-seating project within the centre.

Over the last 12 months, thousands of shoppers were invited to tell St David's what is important to them when they visit through a 'Share Your Thoughts' survey, which revealed that many people wanted more places to sit and relax whilst visiting the centre.

In response to this insight, St David's commissioned creative agency Carocom to deliver the new and significantly improved central spaces with seating. The concept features bespoke furniture, new planters and geometric flooring. Pontyclun-based London Sofa Company were commissioned by Carocom to provide the unique bench seating, oversized sofas and ottomans throughout the malls, incorporating the St David's brand colour palette throughout.

Speaking on behalf of the St David's Partnership, a joint venture between Landsec and intu, Colin Flinn, intu's regional managing director – west, commented on the investment: "At St David's we strive to maintain our position as one of the region's leading shopping destinations. Regularly listening to guest feedback is paramount in sustaining an appealing retail environment and this new seating will ensure guests have welcoming areas to take a break from shopping. It is also important we support local businesses and the London Sofa Company were an ideal choice to deliver Carocom's fantastic designs for St David's".

Carolyn Grindle, founder of Carocom added: "We wanted to create something completely unique and ownable by St. David's; definitely not traditional, but rather something unexpected, with a little bit of wit. The choice of materials, quality of build and fitness for

purpose are just as important as the designs themselves. We make it our business to use local suppliers wherever possible and so were happy to entrust Steve and his team at the London Sofa Company to bring our family of pieces to life by producing the furniture to our exacting specification”.

Steve Clemett, CEO and co-founder of The London Sofa Company, said: “We were delighted when Carocom and the team approached us with this particular project, and having the rapport we have with the creative agency was a fundamental part of the project being so successful. St David’s is especially close to our heart as our main factory is based in South Wales. Producing the furniture for a landmark of the capital was an honour”.

Continuing to utilise guest feedback, St David’s have future plans to implement improvements to mall navigation and signage, as well as enhancing lighting and the appearance of the Eastside mall. St David’s are consistently striving to provide an experience that meets customer satisfaction, and so continue to welcome feedback via a dedicated website.

These mall enhancements follow news of recently refurbished stores from Footasylum, Superdry and the newly-relocated Kurt Geiger within St. David’s. In addition, Stradivarius, recently opened their store on the Upper Grand Arcade.

## **Ends**

### **For further information, please contact:**

Nick Thornton at Aver on 07808 940208, or via email at [nickthornton@aver.uk.com](mailto:nickthornton@aver.uk.com)

Amy Cassidy at Aver on 07786 025417, or via email at [amycassidy@aver.uk.com](mailto:amycassidy@aver.uk.com)

### **About St David’s Cardiff**

St David’s shopping centre provides over 1.4 million sq ft of retail and leisure space and over 180 stores. Since opening its doors in 2009, it has put Cardiff firmly on the map as one of the UK’s best shopping cities.

St David’s has secured a continuous stream of high calibre retailer and restaurant openings over the past five years, including many brands that have made their debut or introduced new concept stores into Wales such as Superdry opening its first dedicated Superdry Sports entrance in the UK. Recent brands also include Stradivarius, Big Moose Café, CK Underwear, Virgin Holidays and Oliver Bonas

St David’s is anchored by Marks & Spencer, Debenhams and the largest John Lewis outside of London. The centre is also home to a mix of national and international retailers, such as Primark and River Island, in addition

to premium brands and independents. These include Hugo Boss, Radley, Vivienne Westwood and Jo Malone. The dining offer at St David's is equally impressive, with brands such as Wahaca and wagamama.

[www.stdavidscardiff.com](http://www.stdavidscardiff.com)

### **About intu**

intu is the UK's leading owner, manager and developer of prime regional shopping centres with a growing presence in Spain. We are passionate about creating uniquely compelling experiences, in centre and online, that attract customers, delivering enhanced footfall, dwell time and loyalty.

We own many of the UK's largest and most popular retail destinations with super regional centres such as intu Trafford Centre and intu Lakeside and vibrant city centre locations from Newcastle to Watford.

We are committed to our local communities, our centres support over 120,000 jobs representing about 3% of the total UK retail workforce, and to operating with environmental responsibility.

intugroup.co.uk

@intugroup

### **About Landsec**

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. Find out more at [landsec.com](http://landsec.com)

### **About the London Sofa Company**

Founded by CEO Steve Clemett, the London Sofa Company has evolved over the last 25 years to employ 40 people, producing bespoke furniture and goods that are all proudly made in the U.K. for clients across the country.

### **About Carocom**

Carocom is a creative agency which brings people and brands together with beautiful design and exceptional delivery. We bring brands to life with humanity and consideration through events, graphic and three-dimensional design elements in sectors ranging from retail and leisure to manufacturing and hospitality. Our passion is design which incorporates style, compelling storytelling and which sparks an emotional response in an audience. We are always seeking new design challenges to stretch our imagination and creativity, and clients seem to love the variety of our work as much as we do.