



Press release

Title Landsec announces a unique beauty event at six key UK retail destinations
From Landsec
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- Inclusive two-day event across six Landsec destinations, featuring beauty-themed offers and giveaways, and empowerment experiences across the retail portfolio
- Focus on a wider campaign shining a spotlight on beauty, cosmetics, and health & wellbeing

Landsec has announced a new beauty-themed event, 'Be Your Beautiful', which will run across key retail destinations within the portfolio, commencing at Buchanan Galleries, Glasgow on 26 June. It will then move to Trinity Leeds, Bluewater Kent, St David's Cardiff, and Westgate Oxford in the following weeks, culminating at White Rose Leeds on 31 July.

Developed exclusively by the Landsec marketing team, 'Be Your Beautiful' is an inclusive event to celebrate each person's individual form of beautiful.

The two-day themed event is part of a wider campaign shining a spotlight on beauty, cosmetics, and health & wellbeing. Each location will feature a dedicated line-up of giveaways and empowerment opportunities, emphasising the values of kindness, self-care, and being true to yourself.

Bruce Findlay, Managing Director, Retail at Landsec commented on the initiative: "This is a fantastic initiative that brings together the power of our brand partners along with our expertise in curating events that provide our guests with an experience that can't get elsewhere. It's a win-win for our brand partners, our guests and the community in which we operate. Through this type of activation, we're creating a platform for our brand partners to thrive, and extending the role that our centres play in the lives of our guests"

A giant foot-powered digital scratch card machine – that guests can play to be in with a chance of winning hundreds of prizes – and an 'Empowerment Mirror' featuring designs and slogans from Instagram's popular influencer "The Label Lady", Jemma Solomon, will appear at the six destinations.

There will also be unique activations at Westgate, Bluewater, and St David's, with a beauty amnesty hosted by charity The Hygiene Bank, where shoppers can donate unopened, unused toiletries and beauty products which will then be distributed to good causes in local areas.

Exclusive content is available to sign up to, including videos and interviews with stars of RuPaul's Drag Race UK, Tayce and Lawrence Chaney. As well as discussing their transformative make-up looks, the Queens will be discussing beauty, PRIDE, and wellbeing.

To sign up for early access to the scratch card machine, or to view exclusive content from RuPaul's Drag Race UK Queens, please visit individual retail destination websites.



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About Landsec

At Landsec, we strive to connect communities, realise potential and deliver sustainable places.

As one of the largest real estate companies in Europe, our £10.8 billion portfolio of well-connected retail, leisure, workspace and residential hubs. From the iconic Piccadilly Lights in the West End and the regeneration of London's Victoria, to the creation of retail destinations at Westgate Oxford and Trinity Leeds, we own and manage some of the most successful and memorable real estate in the UK.

We aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon reduction and climate resilience. We deliver value for our shareholders, great experiences for our customers and positive change for our communities.

Find out more at landsec.com

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About the Hygiene Bank

The Hygiene Bank is a grass roots, community initiative giving free access to hygiene, personal care and household cleaning products to those of us who need them across the UK and Ireland. Founder of The Hygiene Bank, Lizzy Hall, started the people-powered charity after watching the film 'I Daniel Blake' which showed hygiene and personal grooming products were not easily available through foodbanks. The Hygiene Bank believes feeling clean should not be a luxury or a privilege for anyone in our society. Its network of nationwide banks exist to ensure those living in poverty have access to basic hygiene products.