



**Landsec**

## Press release

**Title** Landsec secures Nike Rise concept for Trinity Leeds  
**From** Landsec  
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Landsec has today announced that Nike will bring its concept store, Nike Rise, to Trinity Leeds next year. Nike will join a number of international brands who have signed at the centre this year.

The 10,000 sq ft Nike Rise store is expected to open in 2024. The concept aims to enhance shopping experiences through innovative digital experiences and services that enliven the sport pulse of the city. Including a digitally powered Footwear Fastlane which shares footwear product stories, benefits and technical information, Nike by You personalisation – allowing shoppers to customise new Nike products and a bra and leggings destination, helping female athletes\* find her right fit.

**Nik Porter**, Head of Brand Account Management at Landsec said: “Guests are looking for more from their shopping experience and are seeking out concepts which combine convenience with the opportunity to try something new. As a result, brands are increasingly prioritising prime locations that drive footfall, enable customer service and have an ability to integrate in-store and online shopping experiences. The Nike Rise concept encapsulates this and, with more international brands investing in Leeds, the new store will only enhance the city’s retail offer further.”

**Ends**

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### **About Landsec**

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

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