

## **DERBION ANNOUNCES OPENING OF HATCH WINNER, 1NE.**



### **Local fashion-forward retailer, 1NE., is now open at Derby, after winning the centre's independent retail initiative, Hatch.**

1NE. is officially opened its doors today (Monday 18<sup>th</sup> September), providing visitors with the opportunity to enjoy an all-new shopping experience and discover hundreds of hard-to-find and rare items across footwear, clothing and accessories.

Located on Level 2, next to Ernest Jones and Castle Fine Art, the Derby location is the second store in the city for 1NE., after the local sustainable clothing brand was unveiled as the winner of the centre's Hatch competition, which offers budding business owners the chance to set up their own retail space within Derby with rent, service charges and business rates covered for the first six weeks.

1NE. was established by friends Dan Bennett and Alex Mcleod in 2020, after the pair seized the opportunity to sell trainers and retro clothing in a small space above a hairdressers, which they outgrew within six months and upsized to their Saddler Gate location.

The new Derby store offers visitors the chance to shop and discover a wide collection of authentic, pre-loved and deadstock pieces, including footwear, collectables and accessories, alongside personalised soft furnishings including rugs. The local brand's new space also offers an in-store trainer cleaning service that encourages customers to give their existing collection another lease of life.

Managing Directors of 1NE., Dan and Alex, hope that the new store at Derby will help inspire locals to build a sustainable and desirable wardrobe.

Dan and Alex commented: "We're incredibly excited to open our doors to our new store at Derby, after winning the centre's Hatch initiative.

"We're both Derby boys, so to have the opportunity to open our second store in our home city is such a special feeling. We're hugely ambitious and passionate about our brand, customers and fashion, and we're really looking forward to this next chapter of 1NE.!"

Beth McDonald, Managing Director of Derbion, added: "For four years, our renowned Hatch initiative has provided local, independent businesses with the opportunity to take the next step and open a physical store in a shopping centre.

"We're proud that our Hatch competition has once again offered a much-loved local brand the chance to expand their business, and we're so pleased to welcome 1NE. to Derbion."

For more information on Derbion, visit [www.derbion.com](http://www.derbion.com), and for further details on 1NE., head to <https://1nederby.com/>.

## **ENDS**

For all press enquiries, please contact Rewired PR on [Derbion@rewiredpr.com](mailto:Derbion@rewiredpr.com), or:

Grace Coniry            [Grace@rewiredpr.com](mailto:Grace@rewiredpr.com)  
Marie Larner            [Marie@rewiredpr.com](mailto:Marie@rewiredpr.com)  
Laura Whitehead       [Laura@rewiredpr.com](mailto:Laura@rewiredpr.com)

## **NOTES TO EDITORS**

### About Derbion

Derbion is the East Midlands' premier retail and leisure destination, offering a full family-day out within a contemporary and safe environment.

The centre has an attractive lineup of famous brands with over 200 household names, including; Next, Zara, Mango, M&S, Hobbs, Hugo Boss, Whistles, Lush and JD Sports with new additions in the last 12 months including Jack Wills, H&M Home, Søstrene Grene and we're proud to have recently opened a brand new 127,000 sq ft department store for Frasers, Sports Direct, USC and GAME and a new TAG Heuer boutique.

With Showcase Cinema de Lux, Paradise Island Adventure Golf, Hollywood Bowl and the 640 seat Derby Theatre, Derbion has an extensive leisure offer for visitors to enjoy. The venue's Food Terrace offers a wide variety of grab and go options for visitors to choose from, with eight further standalone restaurants and many more cafes and eateries throughout the centre.

The scheme is supported by an integrated, secure car park facility, offering 2,800 spaces in the heart of Derby city centre.

Find out more at <http://www.derbion.com>