

Bath & Body Works makes a splash at Derbyon



Following months of anticipation, Bath & Body Works opened its first East Midlands store at Derbyon on Friday 26 June, with shoppers queuing as early as 07:15am to celebrate the fresh new arrival.

The international body care and fragrance retailer welcomed hundreds of customers throughout a successful opening weekend. The first 50 shoppers received an exclusive goody bag and free Pocket Bac hand sanitisers were given away with purchases at the retailer's interactive claw machine, located outside its brand-new entrance on Level 2 opposite Zara.

Across the opening weekend, fans were also able to enjoy exclusive discounts and deals in the new 1,000 sq. ft store, including 3 for £18 on Soaps and 3 for £21 on Wallflower Bulbs, and so much more.

Beth McDonald, Managing Director of Derbyon, said: "After much anticipation, it was fantastic to see shoppers of all ages enjoying the opening celebrations at Bath & Body Works this weekend, with fans queuing from 07:15am to be among the first to discover what's inside the new store."

"Being selected as the first East Midlands location for the brand is a huge milestone, and one worth celebrating, so if you didn't make it down this weekend, we look forward to welcoming even more shoppers to enjoy this and all Derbyon has to offer very soon."

For more information, head to www.derbion.com.

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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, H&M, M&S, Pandora, Hugo Boss and JD, with new additions in the last 12 months including Victoria's Secret, Seasalt and Crew Clothing. We're proud to also be home to a 127,000 sq. ft department store for Frasers, Sports Direct, USC and GAME.

Home to Flo Skatepark and 10 indoor padel courts at Social Sports Society, alongside leisure attractions including Showcase Cinema de Lux, Paradise Island Adventure Golf, Hollywood Bowl and the 640-seat Derby Theatre, Derbion is one of the UK's most extensive and distinctive retail and leisure destinations. Plus, the venue's Food Terrace offers a wide variety of grab and go options for visitors to choose from, with seven further standalone restaurants and many more cafes and eateries throughout the centre.

The scheme is supported by an integrated, secure car park facility, offering 2,700 spaces in the heart of Derby city centre.

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