

Bath & Body Works set to open first East Midlands store at Derbion this week



International body care and home fragrance specialist, Bath & Body Works, has announced it will open its highly anticipated store at Derbion this week, just in time for summer.

The new 1,000 sq. ft store, located opposite Zara on Level 2, will open on Friday 26th June, bringing together the retailer's top-selling beauty and personal care favourites from lavish fragrance mists, body wash and body lotions to classic 3-wick candles, fragrance diffusers and seasonal collections.

To celebrate the opening, Bath & Body Works will have 50 goody bags up for grabs, available for the first 50 customers in the queue, and those who spend in store can head to the claw machine just outside for the chance to win a hand sanitiser.

What's more, shoppers can stock up on sought-after products, with promotions on opening day across a number of best sellers, including 3 for £21 on Wallflower Bulbs, 3 for £10 or 5 for £15 on Pocket Bacs, 2 for £16 or 3 for £18 on Soaps, plus so much more.

Beth McDonald, Managing Director of Derbion, said: “We’re thrilled to celebrate the official opening of Bath & Body Works and to welcome the much-loved brand to Derbion. It’s a huge milestone to be selected as the brand’s first location in the East Midlands and we know the new store will be hugely popular with shoppers.

“Bringing Bath & Body Works to the centre, alongside a number of other exciting new brands, marks our wider commitment to delivering the very best mix of retailers and we look forward to sharing more centre news in the months ahead.”

Becky Samworth, VM and Marketing Lead for Bath and Body Works UK added: “We are thrilled to add an additional Bath & Body Works store to our portfolio in the East Midlands. Opening our new store at Derbion allows us to reach more consumers across the UK and we can’t wait to welcome local shoppers to discover their new favourite fragrances, from our iconic 3-wick candles to our latest body care collections.”

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>.