

**DESTINATION DERBION:
200,000 sq ft OF LETTINGS ANNOUNCED**



Derby city centre's leading retail and leisure destination, Derbion, has announced more than 200,000 sq ft of new lettings. New retailers include Frasers, Mango and Tommy Hilfiger, with several existing names also significantly upsizing their footprint.

The announcement follows the launch of Derbion in March this year, and comes as the first phase of a multi-million-pound evolution of the 1.3 million sq ft scheme, with a focus on strengthening its breadth of offer across retail, F&B and leisure.

Frasers Group plc has signed for the 127,000 sq ft unit previously occupied by Debenhams, in a deal agreed within three months of the store closing. The unit, which spans three floors, will open as a Frasers.

Frasers will bring a dynamic retail destination to the centre and will boast an unrivalled range of beauty, fashion, premium and contemporary accessories. Focusing on experience, brands and service, Frasers will bring an impressive beauty hall alongside a vibrant ready-to-wear offering that will include a comprehensive mix of hundreds of brands. Sports Direct will also operate within the store, bringing the very best in sports brands with an unrivalled selection

PRESS RELEASETuesday 31st August, 2021

for men's, women's and kids and will include sections dedicated to disciplines such as running, football and outdoors.

Separately, and further bolstering Derbion's premium fashion offering, Frasers Group has confirmed that it will take the former Topshop unit, bringing luxury retailer FLANNELS to the 24,000 sq. ft space. Completing the significant deal, Frasers Group has confirmed it will also take a further 50,000 sq ft of retail space, which housed the former BHS department store in St Peter's Street.

Tommy Hilfiger opened the doors on a new 3,500 sq ft store in June, and Mango has commenced fit out on a 5,000 sq ft unit, following the recent arrivals of Hugo Boss, Hobbs and Whistles at Derbion.

Earlier this year, Derbion set out its new vision alongside the refreshed brand, paying homage to the city of Derby's longstanding association with motion and global innovation within the aerospace and automotive sectors. The new identity is part of the ongoing transformation of the centre, focused on creating a compelling and attractive offer that appeals to the wider catchment, as Derbion becomes the destination of choice in the East Midlands for both visitors and occupiers.

Derbion has also recently launched a new cashless and ticketless parking system, offering a smooth customer journey with the ability to pay online, at the barrier or at pay machines, and providing the centre with the flexibility to create tailored offers and promotions for visitors. Plans are also in development to transform Derbion's food, beverage and leisure offer, to support the successful Showcase Cinema de Lux and Hollywood Bowl and to boost the city's night-time economy.

Adam Tamsett, General Manager of Derbion, comments: "There is no doubt the last year has been challenging for our sector, but it comes with opportunity. The retail landscape is continuing to shift, and our ambitious plans for the centre complement the rapid changes that retailers are facing. By taking an agile, forward-thinking approach, the team has been able to secure 200,000 sq ft of new leasings this year, an incredible feat given the current climate.

PRESS RELEASE

Tuesday 31st August, 2021

“It’s particularly rewarding to be able to announce our exciting partnership with the Frasers Group, with their headquarters not far from us in Shirebrook, and we’re looking forward to welcoming their popular brands to Derbion.

“The significant investment planned for the centre further signals the complete confidence that we have in Derby. With many significant, multi-million pound projects happening on our doorstep, £15 million secured as part of the Future High Street Fund and the recent announcement that Derby will be bidding to become the UK’s City of Culture in 2025, the future is very bright.”

The venue has been at the heart of Derby since 2007 and typically attracts 21 million visitors each year. Derbion is home to a number of household names, including M&S, Next, H&M, BOSS, Whistles, Hobbs and Zara.

As one of the UK’s most central cities, and with its strong transport links, Derby’s location offers easy access to and from major cities. With £4 billion of investment in the last 10 years, and an ambitious pipeline of £2.3 billion of known projects, Derby is a dynamic and changing city which is set to become a popular location for people to live and work.

ENDS

For all press enquiries, please contact Rewired PR on Derbion@rewiredpr.com, or:

Ruth Pipkin Ruth@rewiredpr.com

Ely Price Ely@rewiredpr.com

Grace Coniry Grace@rewiredpr.com

NOTES TO EDITORS

About Derbion

Derbion offers a very attractive and high quality environment, home to over 150 brands, including Next, Zara, H&M, M&S, Hobbs, Hugo Boss, Whistles and Lush. It is also home to the main car park in the city (including over 3,600 spaces), a food court, and a leisure hub anchored by a 12-screen Showcase Cinema De Lux, Hollywood Bowl, Paradise Island Adventure Golf and the 640 seat Derby Theatre.

The centre has been at the heart of Derby for over 13 years, attracting more than 21 million visitors a year.