

## **NEW NAME FOR DERBY SHOPPING DESTINATION PUTS CITY'S VIBRANT FUTURE AT ITS HEART**



**Derby's best loved shopping destination has unveiled its new name, Derbion, reflecting pride in the city and its future potential.**

Derbion brings together the centre's geographical location and a sense of motion, inspired by Derby's history of ingenuity and innovation, coupled with an ambition to continually move forward and evolve. Derbion aims to become the go-to choice for an exciting and engaging day out, and supports the centre's aspiration to introduce a host of new experiences across shopping, food and leisure.

With more than 21 million visitors each year, Derbion offers an extensive range of shops, eateries and entertainment, all under one roof. Flagship brands include M&S, Zara, Next and H&M with recent additions to the centre including Hugo Boss, Whistles, Hobbs and BEAR.

Adam Tamsett, general manager at Derbion, said: "We're really excited to be unveiling our new name after months of customer engagement, research and collaboration with key regional stakeholders. We wanted a brand that was compelling and distinctive to Derby, reflecting the pride that we have in a city that has so much to offer.

"This milestone is more than just a name, it signifies an array of changes that our visitors will see over the coming months, with further significant projects announced soon.

## **PRESS RELEASE**

Wednesday 27<sup>th</sup> January, 2021

---

“The retail landscape is continually evolving, which has never been truer than over the last few months. We want to take this opportunity to build on our existing offer, creating new and exciting experiences for visitors to enjoy, with Derbion offering people everything they need for a vibrant day out in the heart of the city.”

From 1 March 2021, new signage will be unveiled throughout Derbion, with exterior signage set to change in May. The in-centre team remains on hand to help visitors navigate their way around the centre and it remains open for essential shopping at this time.

Adam continued:

“With several major projects set to transform the region over the next few years, such as the Nightingale Quarter and Becketwell developments, there’s never been a more exciting time to invest in Derby. We have recently worked alongside Derby City Council on the Future High Street Fund, helping to secure more than £15million of investment which aims to drive growth, ensure future sustainability, and improve the overall visitor experience in the region.

“Derbion sits in the heart of the city and the significant investment planned for the centre is a reflection of the confidence that we have in Derby and its future.”

For more information, please visit [www.derbycentre.co.uk](http://www.derbycentre.co.uk).

### **ENDS**

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

Ely Price                    [Ely@rewiredpr.com](mailto:Ely@rewiredpr.com)  
Grace Coniry                [Grace@rewiredpr.com](mailto:Grace@rewiredpr.com)  
Sophie Rashley             [Sophie@rewiredpr.com](mailto:Sophie@rewiredpr.com)

### **NOTES TO EDITORS**

#### **About Derbion**

Derbion offers a very attractive and high quality environment with over 200 retailers including Next, Zara, H&M, M&S, Hobbs, Hugo Boss, Whistles, The Disney Store, Lush and JD Sports. 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 more than 13 years, attracting more than 21 million people a year.