

DERBION UNVEILS NEW



INTERIOR SIGNAGE

Adam Tamsett, general manager at Derbion, commented: "We're really excited to unveil our brand-new interior signage, which is visible throughout the centre in key locations such as our entrances and exits, and car parks.

"Our new name and changes to our signage are just the beginning of a programme of investment we have planned for Derbion. Our new identity gives us an opportunity to build on our existing offer, creating new exciting experiences for visitors to enjoy in the heart of the city. We look forward to announcing more details very soon."

ENDS

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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 since 1975, attracting more than 21 million people a year.

