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Portfolio first for Hammerson as Orchard Centre welcomes JoJo Maman Bébé to Didcot

Hammerson has announced that leading mother and baby boutique JoJo Maman Bébé is set to open its first store in Didcot as part of the Orchard Centre expansion.

Opening in August, the 1,350 sq ft store will offer shoppers in the region the brand's Breton influenced baby, kids and maternity wear.

Founded in 1993 by retail entrepreneur Laura Tenison MBE, the brand now has over 90 stores across the UK and recently expanded to the USA with stores open in Connecticut and New Jersey. The brand is reporting strong year on year growth which is credited to its multi-channel retail model including an expansion of physical retail space. Laura Tenison says of the opening "Didcot has long been on our agenda after receiving lots of emails from young families wanting us to open, but finding the right location took time."

The good news is already gathering momentum via social networking channels. Laura explains "Our multi-channel retail strategy also helps other independent businesses in the area, even if they are of a competitive nature. Just before opening, we will email local customers and incentivise them to visit the town and our store. They are likely to spend time with neighbouring retailers and cafés as well as our new store, so it's a win-win situation for all of us."

This latest signing follows news that fashion brand FatFace and designer shoe retailer Soletrader have opened new stores in the scheme, joining TK Maxx, River Island and H&M.

The expansion of the Orchard Centre has kick-started the future growth of Didcot town centre, as part of wider plans to transform Didcot into a garden town and deliver 20,000 new jobs and 15,000 new homes over the next 20 years.

Andrew Berger-North, UK Director of Retail Parks at Hammerson, said: “JoJo Maman Bébé is a fantastic retailer and the perfect addition to the newly expanded Orchard Centre. This is one of several brand debuts announced in recent months as we continue to add to our line-up of leading retail and leisure brands. Signings such as this are testament to the centre’s popularity and the growing number of aspirational family brands recognising the future growth in Didcot and the region.”

Cllr Bill Service, cabinet member for partnership and insight at South Oxfordshire District Council, said, “Didcot has always been a popular town with young families and, with JoJo Maman Bébé set to open, residents will be able to find what they need in Didcot without travelling into Reading or Oxford.”

ENDS

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Notes to Editors**Hammerson**

Hammerson is an owner, manager and developer of retail destinations in Europe. Our portfolio of high-quality retail property has a value of around £10.6 billion and includes 22 prime shopping centres, 15 convenient retail parks and investments in 20 premium outlet villages, through our partnership with Value Retail and the VIA Outlets joint venture. Key investments include Bullring, Birmingham; Bicester Village, Oxfordshire; Dundrum Town Centre, Dublin; and Les Terrasses du Port, Marseille.