

News Release

December 03 2018

Morphe opens first store outside London at Bullring

Hammerson has announced that US beauty retailer, Morphe Cosmetics, has officially opened its first store outside London and second in the UK at the Bullring, Birmingham's iconic shopping destination.

The 3,300 sq ft unit is located on the middle level of the Bullring, offering Morphe's full range of professional-grade make up and brushes at affordable prices. The store features a backstage Studio Morphe – a professional space developed for education, entertainment, and content creation. Established in LA in 2008, the US company is recognised by beauty bloggers as the 'beauty brand created for the creators' and has amassed over 8 million followers on Instagram.

Iain Mitchell, Commercial Director at Hammerson commented: "Morphe's new flagship regional store further enhances Bullring's robust line-up of beauty retailers. The health & beauty retail category continues to be one of the strongest with the lowest online penetration and a more store-based model."

Mark Spillman, Morphe General Manager EMEA, added: "Birmingham boasts the largest population outside of London and with its location right in the heart of the city The Bullring Estate was the clear choice for our second store in the UK. We're very excited to launch and look forward to welcoming new and existing customers to experience our products and services in our unique Morphe environment."

This follows a string of recent openings within the Bullring Estate ahead of Christmas including the second store for new concept HUGO, a regional debut for H&M Group's latest fashion offer ARKET, and a new store for premium British footwear and accessories retailer, Kurt Geiger. Tommy Hilfiger also recently upsized its store at the Bullring and Grand Central welcomed Birmingham's only dedicated Barbour store.

ENDS

For further information, please contact Nick Thornton or Amy Cassidy at Aver via:

E: nickthornton@aver.uk.com

E: amycassidy@aver.uk.com

News Release

Notes to Editors

About Hammerson

Hammerson own, manage and curate winning European destinations focused on flagship retail destinations and Premium Outlets. As at end of June 2018, our portfolio of high-quality retail property had a value of £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 retail venues include, Bullring, Birmingham; Bicester Village, Oxfordshire; Dundrum Town Centre, Dublin; and Les Terrasses du Port, Marseille.

About Morphe

Founded by brother and sister duo, Linda and Chris Tawil, Morphe has developed an ever-growing, loyal fan-following, delivering professional quality makeup and artistry tools at accessible prices. The Tawils recognized the power of social media in the early stages of building their company and aligned with beauty makeup artists and bloggers who consistently shared their love of Morphe products with their own growing fans and followers. With 8.1 M Instagram followers, the brand continues to elevate beauty fans and influencers on its social feeds. Keep up with Morphe on [Instagram](#), [Facebook](#) and [Twitter](#).