

News Release

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US make-up brand Morphe signs for first store outside London at Bullring

Hammerson has announced that US beauty retailer Morphe Cosmetics is to open its first store outside of London and second in the UK at the Bullring Estate, Birmingham's iconic shopping destination comprising Bullring, Grand Central and Link Street. The US make-up brand will take a 3,300 sq ft unit on the middle level of the Bullring, alongside leading fashion brands Mango and H&M.

Morphe is known for its full spectrum of professional quality tools and make-up plus other Morphe family brands such as Jeffree Star Cosmetics. Morphe products include more than 300 brushes and highly coveted palettes, featuring influencer collaborations such as the best-selling Jaclyn Hill Eyeshade Palette.

Established in LA in 2008, the US company is recognised by beauty bloggers as the 'beauty brand created for the creators'. While Morphe make-up products are already available to UK customers on the website and select retail partners such as Cult Beauty, the highly sought-after product range will be immediately available to customers at the new Bullring store from late autumn 2018.

Iain Mitchell, Commercial Director at Hammerson commented: "This is another first outside of London for Hammerson, Bullring and Birmingham. The leading US beauty brand fully recognises the value flagship destinations play in developing both brand profile and sales. We are looking forward to working with Morphe to support a highly successful launch."

Mark Spillman, Morphe Regional Manager EMEA, added: "We are excited to open our second Morphe UK store at Birmingham's leading retail destination. Having received an overwhelming response from UK customers ordering our products online, the Bullring is the perfect destination for our loyal customers to visit, experiment, and enjoy the full assortment from our growing brand."

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The news follows the recent opening of global make-up brand NYX Professional Make-Up, located on the ground floor of Bullring. The 1,700 sq ft store opened in June and offers a range of professional beauty products.

This month also marks the 15th birthday of Bullring, now one of Europe's most successful shopping and dining destinations with a footfall of over 36 million a year. On opening, Bullring brought 53 new brands to the city, with more than 50 of the original brands continuing to trade there including Selfridges, Zara and Molton Brown. Over the last 15 years, the numbers of restaurants, aspirational brands and consumer brands at the centre have doubled.

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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. www.hammerson.com