

News Release

6 July 2018

WATCHFINDER & CO & GOLDSMITHS STRENGTHEN OFFER AT THE BULLRING ESTATE

The Bullring Estate, Birmingham's iconic shopping destination that comprises Bullring, Grand Central and Link Street, has announced that pre-owned watch specialist, Watchfinder & Co, has opened its first store in the West Midlands at Bullring.

The brand, which specialises in buying and selling pre-owned watches, has chosen the Bullring as the location of the first Midlands based boutique, opening a 300 sq ft unit between Links of London and COS. The new store stocks an extensive range of pre-owned watches from more than 50 brands including, Omega, Rolex, Cartier and TAG Heuer. Founded in 2002 as an online retailer, the brand is now Europe's largest pre-owned watch retailer with eight stores across London and the UK, including Hammerson centres Brent Cross and Victoria Quarter in Leeds.

Further enhancing the luxury timepiece offer at Bullring is luxury high street jeweller, Goldsmiths, who has launched a newly-transformed store, including the third largest Rolex concession in the UK. Following £1million of investment, the recent refit includes the extension of a 560 sq ft coveted luxury watch room, offering a variety of branded pieces such as Rolex, Cartier, Breitling, TAG Heuer and Fope. Customers can also browse a selection of the latest collections from timeless fine jewellery by Mappin & Webb, Messika and Birks, and an exclusive collaboration with renowned bridal designer Jenny Packham.

Iain Mitchell, Commercial Director at Hammerson commented: "Watchfinder is a fantastic addition to the luxury retail line-up at Bullring, following in the footsteps of NYX Professional Make Up, Russell & Bromley, and Coach, who have all selected Bullring for their first regional stores within the last 12 months. The addition of the Rolex concession at Goldsmiths is a prime example of the growth of the premium offer available and Bullring's appeal to international brands as one of the strongest retail destinations outside of London."

News Release

Alex Stonely, Head of Retail at Watchfinder & Co, added: “I’m delighted to bring Watchfinder to Birmingham, the Bullring is a fantastic retail destination centre and has been on my wish list for some time. We’ve put together a fantastic team, the store looks great and I’m confident it will prove itself a very successful addition to the portfolio.”

The news follows the recent news that global beauty retailer, NYX Professional Make Up, has opened its first standalone store in the West Midlands at the iconic Bullring. The international brand has taken a 1,700 sq ft ground floor unit located on the Upper Level West, adjacent to Goldsmiths.

ENDS

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

E: nickthornton@aver.uk.com

E: amycassidy@aver.uk.com

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.