

1 May 2018

Designer shoe retailer Soletrader announced for Orchard Centre expansion

Hammerson is delighted to announce that it has secured leading footwear brand Soletrader as part of the Orchard Centre expansion.

The designer shoe retailer will be taking space in the scheme, opening a 1,835 sq ft store. The international brand which opened its first store in 1962, will stock an eclectic range of shoe brands for men, women and children. Designer labels including Paul Smith, Stella McCartney, and Raf Simons will sit alongside iconic sports brands including Nike, adidas and New Balance and skate and street names such as Converse, Vans and Etnies.

The announcement follows the successful first phase of openings which took place on 22 March and included an anchor M&S Foodhall, TK Maxx, H&M, River Island, Boots and Starbucks followed shortly by Costa.

The expansion of The Orchard Centre kick-starts 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: "Following the successful first store openings in March, we are delighted to announce that Soletrader will be joining the line-up of retailers at the expanded Orchard Centre. This is a fantastic addition to the enhanced retail offer which is generating a growing recognition of Didcot as a popular retail and leisure destination as we attract visitors from a wider catchment."

Marcel Bordon, CEO of Soletrader, said: "Soletrader is delighted to be opening at Hammerson's new Orchard Centre development. As a leading-edge fashion retailer, we appreciate being part of the transformation of Didcot into a contemporary destination in tune with the aspirations of its growing catchment."

Bill Service, newly appointed cabinet member for Didcot Garden Town at South Oxfordshire District Council said: “We’re thrilled that Soletrader is coming to Didcot. It will be fantastic for people to have a wider range of fashion and designer footwear in the town centre rather than having to travel elsewhere.”

ENDS

Melissa Flight, Corporate Communications Manager

E: melissa.flight@hammerson.com

0207 887 1890

www.hammerson.com

Notes to Editors

The £50 million Orchard Centre expansion will deliver an additional 21 new high street shops, seven restaurants and cafés. The project will also transform the amount and quality of public space in the town centre, including an additional 325 car parking spaces. A total of 875 car parking spaces will be available at the Orchard Centre, when expansion work is complete.

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.