

News Release

16 October 2018

The Bullring Estate welcomes Birmingham's first dedicated Barbour store

The Bullring Estate, Birmingham's iconic shopping destination that comprises the Bullring, Grand Central, and Link Street, has announced that Birmingham's only dedicated Barbour store has officially opened within Grand Central.

Owned and operated by Barbour's key UK partner, Outdoor and Country Retail Ltd, the 1,700 sq ft store located next to T.M. Lewin stocks Barbour's Classic Countrywear, Coastal, Nautical and Tartan Collections, alongside footwear, accessories and popular products for dogs. Designed by WYJ Ltd in collaboration with Barbour, the store will be Outdoor and Country's fifth Barbour branded retail store in the UK and will offer free click and collect and free returns to store.

Iain Mitchell, Commercial Director at Hammerson commented: "With access to the largest independent Barbour collection in the country, the recent opening of this store places Grand Central as the go-to destination for Barbour in the West Midlands. This leading British brand is a fantastic addition to the existing retail line-up at Grand Central and confirms the Bullring Estate's position as one of the UK's leading retail destinations."

Outdoor and Country Founder, Jonathan Capener, commented, "It's fantastic to be working together with Barbour to bring the brand's fabulous range of clothing to the UK's second city. It's a great privilege to be able to represent this iconic British brand in such a prime location as Grand Central, Birmingham."

The opening follows the recent news that Morphe Cosmetics, the US make-up brand, is to open its first store outside of London and second in the UK at the Bullring. Alongside this, Christian Louboutin and Gucci have both opened new boutiques at Selfridges Birmingham in Bullring, as part of the continued investment in this famous department store.

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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.

About Outdoor and Country

The independently owned business currently operates retail stores in Worcestershire, Shropshire, and throughout Staffordshire and Cheshire. Their bricks and mortar stores include four Barbour branded retail stores; high street stores in Knutsford and Shrewsbury, an outlet in Street at Clarks Village and a large out of town store in Blackbrook, near Newcastle-under-Lyme. The Blackbrook Barbour store is the UK's largest independent Barbour partner retail store.

The Staffordshire based multichannel retailer trades online via its award winning www.OutdoorandCountry.co.uk website and currently employs 83 staff.

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