

News Release

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HUGO to open first store outside London at Bullring

The Bullring Estate, Birmingham's iconic shopping destination that comprises Bullring, Grand Central and Link Street, has announced that German fashion group HUGO BOSS will launch its first HUGO standalone store outside of London, and second in the UK, in November 2018.

The new 3,000 sq ft Menswear only store will carry the latest HUGO Autumn/Winter 2018 collection, with tailoring at its core and a strong casual influence. The store will also feature lounge areas where customers can browse a library of international style magazines, and enjoy complimentary drinks from the bar. At the heart of the store will be a community wall showcasing live @HUGO_official Instagram updates in a dynamic way.

Iain Mitchell, Commercial Director at Hammerson commented: "This high-profile signing, the first HUGO standalone store outside of London, is a clear sign of The Bullring Estate's appeal as one of Europe's leading retail and leisure destinations. With the largest population outside of London, Birmingham is the obvious location for HUGO to launch its second UK store. The brand will be a great addition to the existing Bullring line-up of leading international brands."

Stephan Born, Managing Director HUGO BOSS Northern Europe, Middle East & India, added: "We are delighted to choose the Bullring for our second UK HUGO store. It's an exciting time for the brand, and securing the right stores in the right locations has been a crucial part of our strategy. We look forward to the store opening in November and introducing the Birmingham Bullring customer to our HUGO collections."

Bullring celebrated its 15th birthday last month and is 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. Over the last 15

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years, the numbers of restaurants, aspirational brands and consumer brands at the centre have doubled.

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Notes to Editors

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.