

News Release

5 April 2018

Bullring Estate's Selfridges puts its Best Foot Forward

The Bullring Estate, Birmingham's iconic shopping destination that comprises the Bullring, Grand Central and Link Street, has been selected by Selfridges to debut its second Shoe Galleries concept. Situated on level four of Selfridges, the 15,000 sq ft space officially launched at the weekend and hosted a series of events to celebrate including bespoke personalisation and performances.

Following in the foot steps of London's famous Shoe Galleries, the new department stocks over 1,700 different styles from almost 50 international designers, including Valentino, Balenciaga and Stella McCartney. The new footwear destination incorporates a blend of Selfridges' high-end established brands with new ranges from brands including, Magda Butrym, Coach, Mallet, Alberta Ferretti, Gina, Malone Souliers and Marco de Vincenzo.

Gucci, Jimmy Choo and Christian Louboutin have their own designated areas within the space, complementing the up-market offer also provided by Tiffany & Co, which opened on level four late last year. Enriching the wide range of occasion footwear available to customers, and exclusive to Selfridges Birmingham, the Jenny Packham X LK Bennett bridal collection will feature in Shoe Galleries, ready for the wedding season.

Iain Mitchell, Commercial Director at Hammerson commented: "The Shoe Galleries concept is an excellent addition to an already hugely popular range of departments available at Selfridges, Birmingham. The additional mix of global luxury brands further elevates the Bullring to one of the largest retailers to stock high-end fashion and accessories outside of London. This opening reinforces the Bullring Estate's position as one of the leading UK retail and leisure destinations for luxury brands".

Sam Watts, Selfridges Birmingham general manager, added: "We are very excited to launch Shoe Galleries and are confident it will quickly become the premium shoe shopping destination in the city, serving the entire West Midlands region. We are also really pleased this innovative space gives us the opportunity to introduce many new brands to our customers."

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In the last 12 months, a string of luxury brands have opened in Bullring, including Russell & Bromley and Coach, along with Tiffany & Co and Louis Vuitton in Selfridges.

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Notes to Editors

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.