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Bullring's LinkStreet continues to attract new, innovative brands

Hammerson announces that LinkStreet has attracted a string of new pop-up shops as it continues to be a hub for small, independent retailers.

Summer & Silver, local jewellers currently based in Birmingham's jewellery quarter, will be taking a unit until the end of the year, to promote its selection of contemporary silver jewellery, which features the brand's own designs alongside others.

Total Black, a London based luxury urban fashion and accessories brand has chosen LinkStreet for a pop-up from November until the end of the year. A brand that stands for individuality, modesty and self-expression, its unisex fashion offering has been featured in fashion bibles including Vogue and Glamour.

Set to benefit from the busy festive trading season, ENESS cosmetics is taking a unit for the month of December, from which it will sell its natural and vegan cosmetics and toiletries.

Connecting Bullring and Grand Central, LinkStreet benefits from the high levels of footfall generated by both shopping destinations, which are home to John Lewis, Debenhams and Selfridges, amongst others. LinkStreet received significant investment in 2015 with a full refurbishment inspired by some of London's most popular and innovative retail spaces including Carnaby Street and Seven Dials, creating a space for contemporary, independent and often local brands to sell their products and promote their brands. This latest string of diverse retailers will add to the existing mix of tenants, including Pretty Green, Irregular Choice and Ben Sherman.

Iain Mitchell, UK Commercial Director, commented, “The brand and retailer curation at LinkStreet continues to develop and evolve and the arrival of these new, unique brands will undoubtedly inject further character into this unique space. Our investment in LinkStreet has enabled us to engage our shoppers with a new experience every time they visit, whilst giving independent and smaller retailers a foothold in a prime regional shopping destination.”

ENDS

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Notes to Editors

Hammerson is a FTSE 100 owner, manager and developer of retail destinations in Europe. Our portfolio of high-quality retail property has a value of around £10.5 billion and includes 23 prime shopping centres, 17 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.