

9 August 2018

Louboutin and Gucci join Selfridges at The Bullring Estate

The Bullring Estate, Birmingham's iconic shopping destination that comprises Bullring, Grand Central and Link Street, has announced that luxury international fashion brands, Christian Louboutin and Gucci, have both opened new boutiques, as part of the continued investment in the Selfridges at Bullring.

Famous designer brand, Christian Louboutin, has launched an art deco themed boutique within the famous department store. The brand's iconic red sole now sits alongside other luxury brand exclusives to the region including Tiffany, Louis Vuitton, Jimmy Choo and Burberry. Also investing in Selfridges, Birmingham, is Gucci, who has opened its much anticipated boutique. The Italian designer brand now offers its latest collections of shoes, accessories and fashion, further enhancing the luxury offer at the Bullring Estate.

Iain Mitchell, Commercial Director at Hammerson commented: "We are delighted to announce that two leading luxury designers have joined the enviable line-up of brands at Selfridges, within the Bullring. This follows the addition of Tiffany and Co, Louis Vuitton, Italian restaurant Fumo and the second ever Shoe Galleries concept to level four of Selfridges earlier this year. These two new additions further cement the Bullring Estate's position as a key destination for premium brands outside of London."

Sam Watts, Selfridges Birmingham General Manager added: "There's no better luxury destination in the city than Selfridges, Birmingham and we're excited to add both brands to the roll-call of deluxe collections at Level 4. We know our customers appreciate being able to source

the very best brands in one place, which is why we are constantly working to make shopping here an exciting and dynamic experience.”

The transformation of Birmingham’s leading luxury destination will complete at the end of the summer, when the famous department store will unveil its newly refurbished personal shopping suite.

ENDS

For further information, please contact Nick Thornton or Amy Cassidy at Aver via:

E: nickthornton@aver.uk.com

E: amycassidy@aver.uk.com

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.