

News Release

22 February 2018

Silverburn secures Khaadi for its Scottish debut

Hammerson announces that Khaadi, the international Pakistani clothing brand, will launch its first Scottish store at Silverburn shopping centre, Glasgow, in the spring.

The brand is to open a 2,700 sq ft store next to Flannels and Schuh. Khaadi, which means “hand-woven” in Urdu, offers a range of women’s clothing, bags and accessories with a fusion of styles to complement both the East and the West. The new Silverburn store will be the seventh store in the UK, and will feature a bespoke layout for their Scottish debut.

Iain Mitchell, UK Commercial Director at Hammerson, commented: “We are delighted to announce that Khaadi has selected Silverburn to lead its expansion plans in Scotland, demonstrating the centre’s reputation as a leading retail and leisure destination. The brand’s unique offer is a great addition to the existing retail line-up and will ensure that we continue to provide the strong and varied tenant mix that Silverburn is renowned for.”

Rehan Syed, CEO of Khaadi, added: “Scotland is an emerging market for our brand, and it was important we chose somewhere with an impressive footfall and a strong reputation. Silverburn ticks both those boxes. We are very excited to expand our business into Scotland and to be opening our first store at Silverburn.”

This news follows the recent opening of a significantly upsized store for leading sportswear retailer, JD Sports. The UK’s largest gym operator, PureGym, is also set to open an 11,302 sq ft gym adjacent to Silverburn’s 14-screen Cineworld cinema in the spring.

CBRE and Culverwell acted on behalf of Silverburn. Rehan Syed represented Khaadi.

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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.