

British Land welcomes the UK's first ever FLANNELS regional flagship store to Meadowhall

20th July 2021

British Land announces that luxury retailer FLANNELS, has chosen Meadowhall, one of the UK's preeminent shopping destinations, to open its first ever regional flagship store.

Spanning 55,000 sq ft over two floors, FLANNELS Sheffield will feature luxury collections across women's and men's ready-to-wear and accessories, kidswear, activewear and their brand new FLANNELS Beauty concept. The store also marks the unveiling of a new store design concept, the introduction of an ever-evolving roster of fashion labels, alongside a world-class food and beverage offering opening at the end of summer.

The store will feature some of the biggest names in fashion, including Off White, Saint Laurent, Fear of God and Talentless. FLANNELS Beauty will bring brands such as CHANEL, Charlotte Tilbury and La Mer to Meadowhall for the first time. The store will also contain world-first cosmetic features to take beauty retail to the next level, including the world's first beauty changing rooms and a first-of-its-kind beauty bar.

Darren Richards, Head of Real Estate at British Land, said: "This year, we've seen a number of great brands open at Meadowhall, many of them choosing the centre for their first UK store or new retail concept. FLANNELS adds to this fantastic line up with its first ever regional flagship store, and we are delighted to welcome them to the former House of Fraser space at Meadowhall."

A spokesperson for FLANNELS said: "The opening of our first regional flagship store in Sheffield's Meadowhall demonstrates our commitment to investing in retail and bringing to life our significant strategy across the UK. FLANNELS continue to raise-the-bar for retail and are dedicated to bringing a world-class experience to key cities and consumers through a vibrant and innovative store concept."

FLANNELS Sheffield joins a raft of new openings at Meadowhall:

- Marks and Spencer opened their newly refurbished foodhall; covering 29,000 sq ft the new concept foodhall is the largest in the UK
- Australian fashion brand, Forever New, signed its first standalone store in the UK at Meadowhall and will open a 2,200 sq ft store on the High Street
- Sky Shop, a new retail concept from Sky, opened a 1,800 sq ft store on the High Street, one of its first ever retail shops in the UK
- Levi's relocated to a 3,600 sq ft store on the High Street, doubling the size of its space in the centre
- Cardzone opened a 2,200 sq ft store in The Gallery
- Designer childrenswear shop, Kids Around opened a 900 sq ft store on Lower Park Lane

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Notes to Editors

About British Land

Our portfolio of high quality UK commercial property is focused on London Campuses and Retail & Fulfilment assets throughout the UK. We own or manage a portfolio valued at £12.7bn (British Land share: £9.1bn) as at 31 March 2021 making us one of Europe's largest listed real estate investment companies.

We create Places People Prefer, delivering the best, most sustainable places for our customers and communities. Our strategy is to leverage our best in class platform and proven expertise in development, repositioning and active management, investing behind two key themes: Campuses and Retail & Fulfilment.

Our three Campuses at Broadgate, Paddington Central and Regent's Place are dynamic neighbourhoods, attracting growth customers and sectors, and offering some of the best connected, highest quality and most sustainable space in London. We are delivering our fourth campus at Canada Water, where we have planning consent to deliver 5 million sq ft of residential, commercial, retail and community space over 53 acres. Our campuses account for c.70% of our portfolio.

Retail & Fulfilment accounts for 25% of the portfolio and is focused on retail parks which are aligned to the growth of convenience, online and last mile fulfilment. We are complementing this with urban logistics primarily in London, focused on development-led opportunities.

Sustainability is embedded throughout our business. In 2020, we set out our sustainability strategy which focuses on two time-critical areas where British Land can create the most benefit: making our whole portfolio net zero carbon by 2030, and partnering to grow social value and wellbeing in the communities where we operate.

Further details can be found on the British Land website at www.britishland.com

About Meadowhall

Meadowhall is Yorkshire's premier retail and leisure destination, celebrating over 30 years of business this year.

Meadowhall recently completed a £60 million internal refurbishment programme which has transformed the look and feel of the malls offering a contemporary and modern shopping experience. The centre now incorporates a lighter and brighter look, introducing 4 distinct zones with double height shop fronts, new facias and an overall improved sensory experience.

Meadowhall currently has over 290 retailers, including more than 50 places to eat and drink, and 12,000 free parking spaces, making it the largest shopping centre in Yorkshire and the 8th largest in the UK. A regular Artisan Market is also held to provide further choice.

As a leading retail destination, Meadowhall is constantly attracting sought-after and designer brands including FLANNELS, Jack Wills, Joules, Diesel and The White Company as well as Victoria's Secret and Reiss. Popular food brands include Five Guys Burgers, Yo! and Carluccio's, among many others.

In 2017, Meadowhall was chosen as the location for Joe Browns' first ever high street store. It has since attracted brands such as Apple and Barber Barber adding further to its market-leading offering for choice.

The exciting new line up joins a mix of leading retailers, including popular high street stores Zara, Primark and Next.

Meadowhall's standard opening times are 10am-9pm Monday-Friday, 9am-8pm Saturday and 11am-5pm Sunday, The Oasis retailers and Vue Cinema are open later each day.

Meadowhall enjoys excellent transport links with the Meadowhall Passenger Transport Interchange (PTI) which has facilities for local and regional bus, train and Supertram services.

The centre plays an important economic role for Sheffield city as a whole. According to an independent report published in January 2016 by Consultants PwC, Meadowhall supports one job in every 100 in the area and contributes 1p in every £1 in the local economy. It also accounts for 18% of the business rates collected in Sheffield.

According to the same review, Meadowhall provides direct employment to an estimated 8,500 people annually and has supported over 660 apprentices over the past five years.

The centre has invested £1.8 million in community programmes over the last five years through cash contributions, time volunteering, in-kind donations and fundraising.

Meadowhall is a green centre recycling 95% of its waste, collecting and re-using rain water and was the first centre in the UK to install electric car charging points.

For more information visit www.meadowhall.co.uk or follow us on twitter/Instagram @LoveMeadowhall and Facebook www.facebook.co.uk/meadowhallshoppingcentre for all the latest updates.

About FLANNELS

FLANNELS, one of the UK's leading luxury retailers, first opened in the north of England in 1976. Billed until recently as 'the biggest luxury retailer you've never heard of', carefully curated men's and women's luxury designer clothing and accessories can now be found in 50 FLANNELS stores across the UK, including its much-lauded London flagship, which opened in September 2019. Launching in 2021, FLANNELS Beauty is disrupting beauty retail with its 'consumer-first' approach, taking its fresh brand of next-level beauty shopping to state-of-the-art FLANNELS flagships up and down the UK as well as digitally. Stocking the biggest names in luxury beauty, as well as an evolving roster of challenger and pharmacy brands, FLANNELS Beauty also houses world-first in-store destinations including the FLANNELS Beauty Bar and FLANNELS Beauty Changing Rooms. A super-inclusive, multi- category beauty store, FLANNELS Beauty is here for everyone – from the beauty-obsessed to the beauty-curious.