

TOPSHOP'S NEW GLOBAL STORE TO LAUNCH IN LIVERPOOL ONE

Less than a year since opening, the biggest names in retail continue to put their faith in Liverpool ONE at a time when opening a new store and investing in the high street is the furthest thing from many retailer's minds.

As New Yorkers get behind British fashions in the shape of Topshop, Liverpool ONE can proudly announce that they will be the site of Topshop's first Manhattan concept store in the UK. The revamped Topshop in Keys Court in Liverpool ONE will be double its original store size to 60,000 sq ft, offering customers the more exciting high-fashion ranges previously only available to their Oxford Circus customer base surrounding their flagship London store.

Mary Homer, TOPSHOP Brand Director, commented: "The Liverpool market has always demanded cutting-edge high fashion on the high street, and the expansion of the store allows us to meet that need. Following on from Topshop's success in New York, the Liverpool ONE store will take inspiration from the new US flagship, and will be the first store in the UK to showcase the Manhattan concept."

The retail landscape in Liverpool is a very different prospect since Liverpool ONE opened less than a year ago. The city has risen from 15th to 5th in UK retail ratings according to Experian's latest statistics. And vitally, there is little fatigue on Liverpool ONE the high street with 16 new names opening in the coming weeks, including Pesto, Chaopraya, Palm Sugar, Envy, Reiss and Jigsaw.

Leading fashion brand Lipsy is the latest name to commit to the £1bn retail led regeneration scheme in the city centre, opening a new 2012 sq ft store on South John Street later this summer.

Chris Bliss, Liverpool ONE Estate Director, commented: "The national retail landscape is a complicated and gloomy scene these days. Good news doesn't flood from the high street. Shoppers are cutting back, footfall is down, and retailers are increasingly challenged. However in less than a year, Liverpool ONE has brought 140 retailer and leisure tenants to Liverpool city centre. Christmas trading in Liverpool, the first Christmas since the development opened, was up 19.1% against a national average of 3.5% drop across this period. Footfall in the city centre is up 10.9% against a -7.9% decline in the national picture. No store, development or city is immune to the current climate, however the faith in Liverpool post-capital of Culture and post Liverpool ONE opening has soared. Retailers continue to open their doors in Liverpool ONE at a time when daily closures hit the UK streets."

Less than a year since opening, Liverpool ONE is cleaning up at the awards, winning five prestigious accolades in the past month.

Liverpool ONE was named "Shopping Location of the Year" by Retail Week. The award was judged by some of the biggest names in the UK retail industry and is one of a hatful of awards that the development has won in recent weeks. With 1.6 million sq ft over 42 acres, and using an uncovered street-based design in contrast to traditional covered centres in the UK, the project was a hugely ambitious one, but the judging panel deemed it a winner.

Tim Danaher, Editor of Retail Week commented that Liverpool ONE combined an innovative approach to design with a strong consumer offer to "create a business model that can only add to the future growth of the city, especially through the tougher times ahead."

It seems this is exactly what is happening in Liverpool.

Oakley and Cath Kidston both opened their doors this month and seven more tenants will open in the next few weeks.

Councillor Warren Bradley, Leader of Liverpool City Council, remains confident about Liverpool's outlook: "The experience of being European Capital of Culture has reshaped Liverpool's ambition and expectations. The city is brimming with confidence in all areas from business and retail to culture and tourism and Liverpool ONE has played a major part in that renaissance. Thanks to that huge investment by Grosvenor, Liverpool has reclaimed its top 6 position in the national retail rankings, is now the first port of call for some of the biggest names on the high street and amazingly is looking to grow despite the recession."

Jack Stopforth, Chief Executive of the Liverpool Chamber of Commerce, added: "The £1 billion investment into Liverpool ONE has paid dividends; the city's retail environment has been radically transformed, attracting high quality retailers in significant numbers. Additions and improvements in the hotel, entertainment and dining opportunities in the retail district have raised the entire city centre's offer.

"Liverpool One has certainly played a significant contribution to the Liverpool's level of resilience to the current economic climate. It provides an ideal quality environment for the delegates and customers of the Arena and Convention Centre and Liverpool's numerous tourist attractions and has been extremely successful in attracting footfall to the city centre from surrounding out of town shopping centres."

Tourism continues to benefit from the increased footfall in the city. Most notably culture neighbour Albert Docks has seen a mutual benefit in the last year. Commenting, Joe Edge said: "The way it has been designed has really opened up the city allowing people easier access than ever before to the dock. Our footfall has risen noticeably in the last year and much of that is no doubt down to Liverpool ONE. Liverpool ONE has clearly become a great asset to the city post Capital of Culture and I'm pleased that we have felt the benefits both at Albert Dock and throughout the city as a whole."

-ENDS-

NOTES TO EDITORS:

Liverpool ONE is a £1 billion shopping, residential and leisure development in Liverpool city centre, led by urban property specialist Grosvenor.

Visit us at www.liverpool-one.com

Liverpool ONE's stores are open for late night shopping until 8pm every weekday.

Built around the existing streets of Liverpool, the development will include over 160 shops, plus cafes, restaurants and bars, two new hotels, a 14-screen ODEON cinema, 600 apartments,

Parking for more than 3,000 cars and a five-acre park.

Parking for Liverpool ONE is located at three secure Q-Park car parks. The multi-storey Q-Park John Lewis offers 580 spaces and links direct to the John Lewis store via an eye-catching bridge; Q-Park Liverpool ONE (previously known as Strand Street) is a 2000-space underground car park beneath Chavasse Park; and Q-Park Hanover Street, a 560-space multi-storey car park on the edge of Liverpool ONE, opposite BBC Radio Merseyside.

Liverpool ONE Awards Register

- Regeneration Award – Property Week
- Construction Client of the Year – Building Magazine
- Major Project of the Year - Building Magazine
- Shopping Location of the Year - Retail Week
- ATCM (Centre Mix) Award - Association of Town Centre Management
- RTPi Planning Award (City and Metropolitan Areas) - Royal Town Planning Institute
- NW Mixed Use Development of the Year – Property Week
- NW Developer of the Year - Property Week
- Grand Award - Chavasse Park - British Association of Landscape Industries (BALI)
- European Retail Developer of the Year - Expo Real/Property Week
- Retail/Leisure Developer of the Year (Finalist) - Property Week
- Mixed Use Project of the Year - Regeneration & Renewal Magazine
- Best Use of Planning in Regeneration - Regeneration & Renewal Magazine
- North West RIBA Awards (Liver Street Car Park) - RIBA
- Retail Marketing Campaign of the Year - EG Property Marketing Awards
- Victor Ludorum - Best of the Best - EG Property Marketing Awards
- Property and Construction Benchmark Award - Design Week

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