

PRESS RELEASE: 30<sup>th</sup> May 2013

## HARVEY NICHOLS BIRMINGHAM ANNOUNCES STORE EXPANSION AND RELOCATION AT THE MAILBOX



**Birmingham's most exclusive retailer, Harvey Nichols, has today announced plans to create a new signature store at the heart of the iconic Mailbox when it is re-launched in 2015**

The new store will undergo an exciting transformation that will see it more than double in size to over 45,000 sq. ft. Over six metres in height, the retail space will be engineered to capitalise upon available daylight and allow for innovative and intelligent store design, tailored toward the demands of Harvey Nichols' customers. Departments currently performing beyond expectations such as Menswear and Personal Shopping will be rewarded with increased space allocation, whilst the store will also consider incorporating a more sophisticated hospitality offer.

Joseph Wan, Group Chief Executive at Harvey Nichols, comments, ***"We firmly believe our participation in this redevelopment will underline our commitment to Birmingham and its shoppers –it is a testimony to our success in the city as well as the success of the city itself. The new store will enable us to greatly expand for our customers the best of Fashion, Beauty, Accessories and Food and to continue bringing them the very best in luxury and service well into the future."***

The new store at the heart of Mailbox will be the fundamental change in the much anticipated redevelopment, which will see an exciting transformation of the Mailbox space. Owners Brockton Capital and Milligan have earmarked substantial funds to enhance the building and public realm.

Melanie Taylor, Head of Leasing at Milligan, development partner and joint owner of the Mailbox, said: ***“The original developers created a prestigious shopping and lifestyle destination. Our goal is to strengthen this vision and to see Mailbox realise its full potential, with the customers’ needs at its very heart.”***

Taylor continued, ***“The city has a great sense of optimism and pride towards what is home to The BBC and the destination that originally brought Harvey Nichols to Birmingham back in 2001. The restaurants and hotels in particular are well liked by Birmingham and its visitors. Our future plans will see the environment of the building transformed whilst bringing a unique collection of brands to Birmingham.”***

The new Harvey Nichols store will be positioned in the former post-room space, at the heart of Mailbox. The space recently played host to a series of catwalk shows as the main attraction for the city’s inaugural style and shopping event - Style Birmingham Live.

Mailbox is working closely with Birmingham City Council to introduce a new, improved pedestrian friendly public realm reaching from the underpass beneath Suffolk Street Queensway to the very front of Mailbox. These structural changes will greatly enhance the sense of arrival from Navigation Street and New Street Station.

Sir Albert Bore, Leader of Birmingham City Council, said, ***“The retail offer in Birmingham will be transformed over the next few years and I welcome Harvey Nichols being part of that change, doubling the size of its store in the Mailbox and strengthening its commitment to the city.”***

The environment and sense of space will be dramatically changed inside the building by putting a roof on the space, creating a fully enclosed Urban Room for fashion retailing. Designed by Stirling Prize winning architects, Stanton Williams.

Paul Hanegraaf, Creative Navigator at development partner, Milligan, said, ***“The Urban Room will form the centrepiece of Mailbox’s customer experience, creating a brand new, elegant space. It was very clear from our focus groups that the Birmingham shopper wanted Mailbox to retain its unique and exclusive status and so this very much forms part of our central strategy.”***

Hanegraaf continued, ***“We will be embracing new technology which will enable us to deliver a superior customer experience every time people visit us whether they are shopping, dining, staying or working.”***

Simon Samuels, Partner at Brockton Capital, principal owner of Mailbox, said, ***“Mailbox is the established location in Birmingham for luxury retail and Harvey Nichols’ decision to double the size of their store is the ultimate endorsement of this fact. The redevelopment of Mailbox also plays a key role in the ongoing transformation of Birmingham city centre and will complete the city’s all-encompassing retail picture.”***

Samuels continued: ***“Harvey Nichols will remain open throughout the course of the redevelopment and the new store will open as part of the redeveloped Mailbox scheme in early 2015.”***

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**Notes to editors:**

**About Harvey Nichols Group:**

Harvey Nichols was founded in 1831 and is today the UK's premier fashion retailer, renowned both in the UK and internationally for the breadth and depth of its exclusive merchandise. It offers many of the world's most prestigious brands in Womenswear, Menswear, Accessories, Beauty and Food.

Harvey Nichols currently has stores in London, Leeds, Birmingham, Edinburgh, Manchester and Bristol in the UK, Dublin in the Republic of Ireland and internationally Riyadh, Hong Kong, Dubai, Turkey, Kuwait and soon to open, Baku. The London flagship store is located in the heart of Knightsbridge, London's most fashionable and exclusive shopping district, with a gross floor area of approximately 220,000 square feet.

In addition to its fashion retailing business, Harvey Nichols successfully redeveloped the top floor of the London flagship store to create a Restaurant, Bar, Café, Wine Shop and Foodmarket which have become destinations in their own right. A similar concept operates from the top floors of all Harvey Nichols full-size stores.

Harvey Nichols launched its first stand-alone restaurant in 1996, the highly successful OXO Tower Restaurant, Bar and Brasserie, with spectacular views of the River Thames. November 2012 saw the opening of Beauty Bazaar, Harvey Nichols, a globally innovative concept that provides the ultimate luxury beauty experience and the UK's first, one-stop beauty destination. Utilising 22,000 square feet of retail space, the store extends across three floors in the heart of Liverpool's fashion hub - Liverpool ONE.

Further information on Harvey Nichols can be found on the website [www.harveynichols.com](http://www.harveynichols.com).

**About Mailbox**

Mailbox is Birmingham's premier shopping and lifestyle destination with exclusive stores, waterside restaurants, cafe bars, hotels, office accommodation and 24 hour secure parking.

[www.mailboxlife.com](http://www.mailboxlife.com)

**About Brockton Capital LLP:**

Brockton Capital LLP is a UK-focused real estate fund manager that currently advises two funds, Brockton Capital Fund II LP, a £500m private fund raised in 2010, and Brockton Capital Fund I LP, a £150m private fund raised in 2006. Funds advised by Brockton Capital LLP have recently:

- acquired a 300,000 sq ft, ex-Royal Mail sorting office on New Oxford Street, 350m east of Tottenham Court Road station
- commenced a joint venture with Landid to acquire Thames Valley office space
- acquired a portfolio of three multi-let industrial parks in joint venture with Dunedin Property
- alongside Pradera, built-up a £120m portfolio of four retail warehouse parks

[www.brocktoncapital.com](http://www.brocktoncapital.com)

**About Milligan:**

Established in 2002, Milligan is a retail developer that specialises in the Strategic Repositioning of retail centres in an increasingly competitive and challenging retail environment.

At the heart of the Milligan philosophy is a passion and drive to create places where people are inspired to shop. Every place it creates is a one-off. Each project is conceived, designed and delivered by focusing on the needs and desires of the people who will visit, use and enjoy the space.

In eleven years, Milligan has developed an international reputation for approaching retail assets with flexibility and flair. Development projects include a wide variety of Shopping Centres in addition to the development of Markets and the strategic repositioning and development of the retailing offer in Airports. These projects have been principally located in the

UK although Milligan has also been an active developer in Spain and Portugal. Notwithstanding the very real challenges in each of these retail markets, every Milligan project has been profitable.

[www.milliganretail.com](http://www.milliganretail.com)

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