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## VICTORIA LEEDS TO HOST RAPHA POP-UP CLUBHOUSE

*Premium cycling brand races into the city to celebrate Tour de Yorkshire*

Premium UK cycling brand Rapha is coming to Victoria Leeds this spring with an exclusive pop-up shop - the Clubhouse. Open from 11 April – 19 May, the Clubhouse will celebrate the region's association with cycling and will coincide with the highly-anticipated Tour de Yorkshire, which is taking place from 2 – 5 May.

Situated in the stunning historic arcades of Victoria Quarter, the Clubhouse will offer Rapha's trademark mix of great coffee, as well as a fully stocked boutique of its clothing and accessories. Rapha's team will also be on hand to provide their unrivalled cycling expertise, and there will also be informative talks and guest appearances from pro-riders.

A series of 'Rapha Rides' will take place throughout the duration of the pop-up, using the Clubhouse as a base. These include a 75km group ride suitable for all riders on 13 April and a 'Yorkshire Classic Reconnaissance' ride which will tackle the Queen stage of the Tour de Yorkshire, also known as the Yorkshire Classic, on 28 April.

**Mark Bourgeois, Managing Director UK & Ireland at Hammerson, said:** *"We're thrilled to welcome Rapha to Victoria, Leeds. Landing in Yorkshire, the UK's spiritual home of cycling, alongside the world renowned Tour De Yorkshire, I've no doubt the Rapha Clubhouse will be warmly embraced by the cycling community. I'm certainly looking forward to riding out with RCC on Saturday morning. Rapha is a brilliant brand, and a fantastic addition to the high quality Victoria Leeds line-up."*

## News Release

**Simon Mottram, CEO at Rapha, said:** *“As a Yorkshireman I am really proud that we are opening a pop up in Leeds this spring. I was born in Rotherham and grew up in Sheffield, both breeding grounds of hard core and successful racers over the years.*

*“There is another important historic connection between Rapha and Yorkshire. Local legends Brian Robinson and Tom Simpson both rode for the great St Raphael team in the 1960s. That team was the origin of the Rapha brand name and I actually came up to meet Brian back in 2004 when we launched the company. His stories and memorabilia then were truly inspiring.”*

Victoria Leeds has a range of premium fashion, accessories and home wear brands including John Lewis, Sweaty Betty, & Other Stories, Whistles and Vivienne Westwood.

### ENDS

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### About Hammerson

Hammerson create vibrant, continually evolving spaces, in and around thriving European cities, with a focus on flagship retail destinations and Premium Outlets. As of 31<sup>st</sup> Dec 2018, our portfolio of high-quality venues had a value of £9.9 billion and includes 21 flagship destinations, 13 convenient retail parks and investments in 20 premium outlet villages, through our partnership with Value Retail and the VIA Outlets joint venture. Key retail venues include, Bullring & Grand Central, Birmingham, Bicester Village, Oxfordshire, Freeport Lisboa Fashion Outlet, Lisbon, Dundrum Town Centre, Dublin; and Les Terrasses du Port, Marseille. We manage over 2,000 brand relationships and during trading hours, over 80,000 people visit our shopping centres hourly across our flagship destinations in the UK, France & Ireland

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### **About Rapha**

Rapha was established in 2004 to address a need for stylish, high performance cycling clothing. It now provides products for every cyclist and continues to push the boundaries of innovation in cycle wear. Alongside this, Rapha has cultivated a global community of passionate riders who come together as members of the Rapha Cycling Club (RCC), the largest club of its kind in the world. Rapha's retail model and unique brand values come to life in its many rides and events and global network of Clubhouses that combine retail, cafés and cycling culture all under the same roof.