

**22 July 2019**

## **Hammerson secures exclusive interactive LEGO® stores for 2019**

Hammerson today announces that the world famous LEGO Group is to open two new stores in its flagship destinations - Bullring in Birmingham and Westquay in Southampton. These will be The LEGO Groups only new UK stores this year, with doors opening ahead of the Christmas shopping season.

The stores will stock the widest selection of the latest LEGO sets, such as LEGO Stranger Things: The Upside Down and LEGO Creator Expert Harley Davidson Fatboy. Customers can also expect to be treated to a variety of interactive play and event experiences, including:

- Brick Specialists – help find shoppers a unique set that’s the perfect fit
- Pick & Build Wall – choose the bricks and elements you want in all different shapes and colours; Grab a cup and fill it up with whatever pieces you choose
- Digital Box – here you can scan almost any boxed LEGO set and see the model come to life in 3D
- Hands-on play opportunities, including free build challenges every month
- Build a Mini figure Tower: mix and match from a wide selection of bottoms, tops, heads, hair pieces and accessories and customize mini figures

The new stores will also offer additional benefits for LEGO VIP members including exclusive VIP gifts with purchase and double-points events.

**Alison Wood, LEGO Stores UK, Benelux & Scandinavia District Senior Manager, said:** “Builders of all ages can visit and be inspired by the endless play opportunities inside our new LEGO stores in Birmingham and Southampton. Whether you’re 1 or 100 there is something for you to get excited about. Both Bullring and Westquay are top-tier shopping destinations and are engaging environments for visitors, and a perfect fit for our current store portfolio.”

**Kate Orwin, UK Leasing Director at Hammerson, said:** “It speaks volumes about the strength of our catchments, our ability to continue to attract the right shopper base, and the quality of our

venues that we have secured the only two LEGO stores due to open in the UK this year. These stores promise to be innovative, interactive and engaging, which is exactly the kind of experience we want to offer customers.”

These LEGO Stores are a great addition to the retail mix at both Bullring & Grand Central and Westquay, which have already seen a number of exciting new openings in 2019, including Kitty Café and Slim Chickens at Bullring & Grand Central, and Tommy Hilfiger at Westquay.

Both destinations saw an uptick in footfall during the month of June, with Bullring & Grand Central welcoming over three million visitors, whilst Westquay saw more than 1.4 million people pass through its doors.

**ENDS**

Bryn Woodward, Media Relations Manager

E: [Bryn.Woodward@hammerson.com](mailto:Bryn.Woodward@hammerson.com)

0207 887 1083

#### **Notes to Editors**

##### **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

##### **About the LEGO Group**

The LEGO Group is a privately held, family-owned company with headquarters in Billund, Denmark, and main offices in Enfield, USA, London, UK, Shanghai, China, and Singapore.

## News Release

Founded in 1932 by Ole Kirk Kristiansen, and based on the iconic LEGO brick, it is one of the world's leading manufacturers of play materials.

Guided by the company spirit: "Only the best is good enough", the company is committed to the development of children and aims to inspire and develop the builders of tomorrow through creative play and learning. LEGO products are sold worldwide and can be virtually explored at [www.LEGO.com](http://www.LEGO.com).

For more news from the LEGO Group, information about our financial performance and responsibility engagement, please visit [www.LEGO.com/aboutus](http://www.LEGO.com/aboutus).

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