

**22 August 2019**

## **Swords Pavilions attracts new Rituals boutique to North Dublin**

Hammerson and Irish Life, joint owners of the Swords Pavilions Shopping Centre, have announced that luxury bath, body and home brand, Rituals Cosmetics will be opening its fourth stand-alone store in Ireland at Swords Pavilions, in the heart of North Dublin. Located close to the newly opened Superdry and JD Sports stores the 800 sq ft boutique will open on Wednesday 4<sup>th</sup> September 2019, enhancing the centre's premium offer.

Founded in 2000 by Raymond Cloosterman, Rituals Cosmetics is the first brand in the world to combine home and body cosmetics, with an expansive product line including body care, scented candles, fragrance sticks, assorted teas, natural skin care and soulwear.

This latest announcement follows the opening of Swords Pavilions' new dining quarter earlier this year with American burger chain Five Guys and well-loved pizza brand, Milano having already opened restaurants in the scheme. In July modern Persian kitchen Zaytoon also launched its new format restaurant at the centre.

This will be Rituals' second stand-alone store opening in Ireland with Hammerson, having signed for a boutique in Dundrum Town Centre which launched in September 2018. The brand also has an outlet store in designer shopping destination, Kildare Village, owned by Hammerson through their partnership with Value Retail.

Simon Betty, Hammerson Director of Retail Ireland, said: "Rituals is a great addition to the brand offer at Swords Pavilions, demonstrating the continued demand from premium brands for high quality retail space in strong consumer catchments such as Swords Pavilions. Lettings such as this are a prime example of our strategy to ensure the centre remains the main retail and leisure destination in North Dublin."

Rituals UK & Ireland Managing Director, Penny Grivea, said: “We are so excited to be opening another stand-alone store in Dublin at Swords Pavilions, allowing us to introduce the Rituals experience to as many customers as possible. Whether it is enjoying a hand massage at the water island or simply a cup of herbal tea upon arrival, the team can’t wait to help the Pavilions customers slow down and transform daily routines into meaningful rituals. This opening marks an exciting time for the brand, building upon our existing retail presence in Ireland.”

**ENDS**

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**Swords Pavilions**

Swords Pavilions is the prime retail-centre serving Dublin’s northern suburbs. The centre is anchored by Dunnes Stores, Ireland’s largest retailer, SuperValu, Ireland’s largest grocery chain, and Penneys, alongside 96 retail shops and restaurants and an 11-screen cinema.

**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 30<sup>th</sup> June 2019, our portfolio of high-quality venues had a value of £9.5 billion and includes 21 flagship destinations, 12 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; Kildare Village, Greater Dublin; 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 Irish Life**

Irish Life is part of Great-West Lifeco, a global leader in financial services. Irish Life Investment Managers manage over €76bn of investment assets for its client funds. Property investment assets under management have a value of around €3.5bn, which includes in excess of 2 million sq ft of retail space in Ireland.