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Base makes designs on Grand Central

**- Designer childrenswear retailer to open first store
outside the South East in Birmingham -**

Hammerson has announced that the independent childrenswear retailer, Base, is to open its first store outside the South East at Grand Central, Birmingham, this October. Base offers designer clothing for boys and girls from 0-16 years.

The 3,500 sq ft unit, located next to Fat Face, and designed by Base's in-house team, will stock a range of international fashion labels including True Religion, Lacoste, Versace, Moncler, Fendi, and Ellesse X Base – an exclusive collection designed by the brand.

Base Grand Central will be the brand's seventh bricks-and-mortar store in the UK, and its first outside of London and the South East. The new store represents the first stage of its expansion strategy, and it will join a number of strong brands at Bullring & Grand Central including John Lewis & Partners, Arket, and Morphe.

Iain Mitchell, UK Commercial Director at Hammerson, said: "As one of the market leaders in luxury childrenswear, Base is a great addition to Grand Central, and a brand that will really complement the broader offer at the destination. When it comes to fashion, across our portfolio we're looking for brands that deliver something different, and really generate some excitement; with its engaging mix of luxury brands and a great in-store environment, Base is a great example of that. This is yet another brand that has chosen a Hammerson destination for its first store outside the South East."

Marc Granditer, Managing Director of Base, added: “Our first steps outside of the South East have been highly anticipated, and we spent a great deal of thought on where the best location for Base would be as we expand. Birmingham is the second-largest city in the UK, and with its affluent customer base and huge footfall associated with Birmingham New Street station, Grand Central was the obvious choice and the ideal destination to launch Base outside of the South East.”

Grand Central forms part of the Bullring Estate, Birmingham’s iconic shopping destination, which is made up of Bullring, Grand Central, and Link Street.

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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 30th 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, 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.