

**August 29 2017**  
**NEWS RELEASE**



## **OLIVER BONAS TO ADORN ST DAVID'S WITH DEBUT WELSH SITE**

The St David's Partnership, owners of St David's in Cardiff, one of the UK's premier retail and leisure destinations, has today announced that the independent British lifestyle store, Oliver Bonas, is to launch its first ever Welsh store in the centre.

The 2,290 sq ft debut store, located on The Hayes and adjacent to Reiss, is to be created by Oliver Bonas's in-house team. The site will stock the brand's eclectic and stylish range of fashion, jewellery, homeware and gifts from its own design team and select brands. Oliver Bonas launched in 1993 and now two decades on has over 60 stores nationwide in the UK.

Speaking on behalf of the St David's Partnership, a joint venture between Landsec and intu, Colin Flinn, Regional managing director – west at intu, commented on the news: "This newest addition to our fashion, homeware and lifestyle offer is an exciting one. Oliver Bonas' choice to launch their unique and trend led pieces to the Welsh market at St David's, will enhance choice and variety for shoppers. In addition, this will further cement the status of St David's as a fully comprehensive retail and leisure destination highly sought after by aspirational brands seeking to grow their market in an affluent catchment."

An Oliver Bonas spokesperson added: "We love Cardiff and are thrilled to bring our curated fashion and homeware collections to the region in our first Welsh store. New designs will land each week and we hope to see a positive reaction from customers. We look forward to being part of the community for years to come."

This follows the recent news that lingerie retailer, Bravissimo, opened a flagship store at St David's in June. In addition, popular burger brand, Byron, will also be making its Welsh debut at the centre with a 5,150 sq ft restaurant in early 2018.

St David's is anchored by Debenhams, Marks & Spencer, and the largest John Lewis outside of London. It also has 200 other shops and restaurants. There is a particular focus

on mixing national and international retailers, such as H&M, Primark, New Look and River Island, with premium brands and independents. These include Hugo Boss, Radley, Vivienne Westwood and Jo Malone. The dining offer at St David's is equally impressive, with brands such as Jamie's Italian, wagamama and Wahaca.

JLL and Cushman & Wakefield advise the St David's Partnership. Colliers acted on behalf of Oliver Bonas.

## **Ends**

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### **About St David's Cardiff**

St David's shopping centre provides over 1.4 million sq ft of retail and leisure space and over 180 stores. Since opening its doors in 2009, it has put Cardiff firmly on the map as one of the UK's best shopping cities.

St David's has secured a continuous stream of high calibre retailer and restaurant openings over the past five years, including many brands that have made their debut or introduced new concept stores into Wales such as H&M opening its top 3 performing store. Recent brands also include Barburrito, Scotts, Kiko, Eat, size? and Wahaca.

During peak times of the year, over one million customers visit the Welsh shopping capital each week, spending over £1 million daily.

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

### **About intu**

intu is the UK's leading owner, manager and developer of prime regional shopping centres with a growing presence in Spain.

We are passionate about creating uniquely compelling experiences, in centre and online, that attracts customers, delivering enhanced footfall, dwell time and loyalty. This helps our retailer's flourish, driving occupancy and income growth.

A FTSE 100 company, we own many of the UK's largest and most popular retail destinations, including nine of the top 20, with super regional centres such as intu Trafford Centre and intu Lakeside and vibrant city centre locations from Newcastle to Watford.

We are focused on delivering against four strategic objectives: optimising the performance of our assets to deliver attractive long term total property returns, delivering our UK development pipeline to add value to our portfolio, leveraging the strength of our brand and seizing the opportunity in Spain to create a business of scale.

We are committed to our local communities; our centres support over 120,000 jobs representing about 4% of the total UK retail workforce, and to operating with environmental responsibility.

Our success creates value for our retailers, investors and the communities we serve.

[www.intugroup.co.uk](http://www.intugroup.co.uk)

### **About Landsec**

At Landsec, we believe great places are for people to experience and are made with the experience of great people. As the UK's largest listed commercial property company, with 23.2 million sq ft of real estate and a portfolio valued at £14.4 billion, we own and manage some of the most successful and recognisable assets in the country.

In London, our portfolio totals more than £8.3 billion, and consists of 6.5 million sq ft of real estate. From the world famous Piccadilly Lights to the transformation of Victoria, SW1, we deliver exceptional experiences for the businesses and people that live and work in, and visit, the capital.

In Retail, across our 16.7 million sq ft of assets, we create outstanding experiences for customers and guests alike. Combined with the strength and resilience of our portfolio, this means we regularly outperform industry benchmarks for footfall and sales. We offer more than convenience and choice, recognising that memorable destinations are key to attracting the shoppers and retailers of today, and tomorrow.

We also aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon and climate resilience. Everything we do is grounded in experience and begins with people. We deliver value for our shareholders, great experiences for our customers and positive change for our communities. At Landsec, everything is experience.

Find out more at [landsec.com](http://landsec.com)