



**Landsec**

## Press release

**Title**                    **BoConcept beds into St David's**  
**From**                    **Land Securities Group PLC ("Landsec")**  
**Date**                    **05 May 2021**

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The St David's Partnership has announced the launch of BoConcept at St David's Cardiff, one of the UK's leading retail destinations.

Comprising 5,300 sq ft, the showroom and retail space close to John Lewis operates as a digital experience concept store, the first of its type in the UK for the Danish premium lifestyle and furniture brand.

BoConcept believes in individuality and making style perfectly suited to the customer's needs and wants, showcased by the size, colour, and material adaptability of most products on offer at St David's.

Speaking on behalf of the St David's Partnership, **Russell Loveland, Senior Portfolio Director at Landsec**, commented: "As we welcome our guests back, St David's has shown again how resilient it is to the challenges faced during the pandemic. The ability to bring in brands like BoConcept, amongst the most revered and influential in its industry, at such a difficult time for retail is testament to what we have to offer."

**Zoe Shields, UK and IE Country Manager at BoConcept**, added: "St David's has a great blend of operators, positioning it as the perfect next step in the expansion of BoConcept in the UK. We are delighted to be able to open now and showcase our brand to Cardiff's patrons; it's been an incredibly challenging year for retail, but our appetite for delivering new stores, concepts, and products remains undiminished."

With the re-opening of non-essential retail in the region, measures remain in place as implemented by the dedicated onsite team, which are continually monitored. These include: hand sanitiser stations, comprehensive signage, designated queuing areas and one-way systems where possible – all ensuring a safe and welcoming environment.

**Ends**

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### **About Landsec**

At Landsec, we strive to connect communities, realise potential and deliver sustainable places.



As one of the largest real estate companies in Europe, our £11.8 billion portfolio spans 24 million sq ft (as at 30 September 2020) of well-connected retail, leisure, workspace and residential hubs. From the iconic Piccadilly Lights in the West End and the regeneration of London's Victoria, to the creation of retail destinations at Westgate Oxford and Trinity Leeds, we own and manage some of the most successful and memorable real estate in the UK.

We aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon reduction and climate resilience. We deliver value for our shareholders, great experiences for our customers and positive change for our communities.

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

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