



Press release

Title Penhaligon's to make Welsh debut at St David's Cardiff
From Landsec
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Landsec, part of The St David's Partnership, has announced that Penhaligon's have opened their first Welsh store at **St David's Cardiff** in time for Christmas. The luxury British perfume house have launched this week on The Hayes, St David's premium retail and leisure mall.

Guest experience will be the focus of Penhaligon's new 420 sq ft space, with a bespoke interior that is designed to inspire and delight on every visit, a fragrance sommelier bar and an engraving station for a fully customisable experience. Guests will be able to top up their existing Penhaligon's bottles through the store's Re-Use & Make New service or discover new fragrances at The Olfactorium, an interactive profiling experience. The space will also incorporate integrated online features such as the 'Magic Monocle', a digitally enabled tool which allows guests to browse Penhaligon's full range, test products, and curate their own wish-lists.

Penhaligon's will join a growing list of luxury retail and hospitality brands that have chosen to debut at St David's, including Omega, Laing's and The Ivy Asia. Today's news cements St David's as the prime retail destination in Cardiff, and the go to location for brands looking to break into the Welsh market.

Speaking on behalf of the St David's partnership, **Nik Porter**, Head of Retail Brand Account Management at Landsec said: "Our goal at St David's is to provide guests with unique experiences which can't be found elsewhere in Wales. The range of established premium brands who are taking space at St David's mean its quickly becoming the go to destination in Cardiff.

"We know that brands like Penhaligon's are investing in prime, city centre retail spaces which drive footfall and enable in-person customer service whilst also supporting online channels. Destinations like St David's are therefore becoming increasingly relevant and offer guests the chance to experience the very best retail has to offer."

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About Landsec

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a £10.9 billion portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

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