



## Press release

**Title** Landsec launches challenge for independent retail businesses in partnership with Completely Retail Marketplace  
**From** Landsec  
**Date** 23 March 2023

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Landsec has partnered with Completely Retail Marketplace for the second time to offer up and coming retailers the chance to win a month-long occupancy at one of Landsec's prime retail destinations.

The partnership seeks to build on Landsec's existing initiatives to broaden access to retail destinations and will remove some of the barriers to entry faced by smaller brands when establishing a physical presence. Businesses looking to reach new audiences will also be offered the unique opportunity to promote their brand on the iconic Piccadilly Lights in London.

New and emerging retailers are invited to apply for a chance to pitch their business during the Soapbox sessions at the Completely Retail Marketplace event in April. Shortlisted brands will present their unique retail concept to a panel of expert judges and a targeted audience of agents and landlords.

The winning brand will secure a month-long takeover of Landsec's flexible retail spaces at either Southside in Wandsworth or Trinity Leeds. They will also win a 10-minute takeover of the Piccadilly Lights, meaning they will have the opportunity to promote their brand to some of the 100 million people who pass through Piccadilly Circus every year.

**Nik Porter**, Head of Brand Account Management at Landsec said: "Moving into physical retail can be challenging for smaller, independent brands. Making the process simpler underpins our retail strategy so we're thrilled to be partnering with Completely Retail Marketplace to give the next generation of retail innovators access to one of these spaces."

**Dom Millar**, CEO of The Completely Group and the organisers of Completely Retail Marketplace, said: "We're really excited to welcome back the Soapbox competition to this April's Completely Retail Marketplace. Last year's competition attracted some fantastic new and independent brands, showcasing passion and innovation. I know it was a tough decision for the judges to pick a winner!"

"We're looking forward to seeing what type of businesses this year's competition attracts, especially with the addition of the Piccadilly Lights takeover prize. It's a once in a lifetime opportunity for a small independent business. A massive thank you to Landsec for providing this amazing prize."

**Ends**

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### Notes to Editors

[Completely Retail Marketplace](#) event offers retail and leisure brands the opportunity to meet and network with a diverse range of property agents, landlords, shopping centre owners, franchise operators and organizations to discuss the market and opportunities for space. *This year's first CRMP event is being held on the 25th of April 2023, at Old Billingsgate Market in London.*

**What is up for grabs this April?**

This year's prize will offer ten brands the chance to compete against each other to be in with the chance of winning a tenancy for up to one month within one of Landsec's highly sought-after flexible pop-up spaces. In addition to the incredible opportunity, Landsec has offered the once-in-a-lifetime opportunity for the winning brand to have a 10-minute takeover of the iconic Piccadilly lights.

**How to apply**

Visit: <https://www.crmarketplace.com/soapbox/events-london-soapbox/> or alternatively, email one of the CRMP events team via: [info@completelyevents.com](mailto:info@completelyevents.com)

Full T&Cs apply, visit the soapbox webpage to download the competition pack.

**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 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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