



**P R E S S   R E L E A S E**

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**For immediate release**

**SNOW+ROCK CARVES INTO BLUEWATER  
AS THE LATEST STATEMENT STORE**

Landsec has announced that Snow+Rock, the outdoor sports brand, is to open one of its largest stores in the country at Bluewater, Europe's leading retail and leisure destination.

Opening this November, the 13,000 sq ft statement store will be situated on the Upper Rose Gallery. The store will stock skiwear, climbing and snow sports gear for men, women and children from brands such as Arc'teryx, Fjall Raven, Patagonia, Kjus, Icebreaker, Garmin and Rab.

In addition to clothing, luggage, footwear, camping equipment, electronics and accessories, the store will offer a range of bespoke services, including expert boot fitting and an exclusive snowboard care area for Bluewater's guests to edge and wax their winter sports equipment. Snow+Rock will also feature a Runners Need shop-in-shop, offering products from world-leading running brands, expert advice and free gait analysis, which will further broaden its appeal as a destination amongst Bluewater's guests.

Designed by an in-house team, the new Snow+Rock is the latest addition to Landsec's highly successful statement store initiative, which has delivered a series of unique experience-focused concepts at Bluewater.

Russell Loveland, Portfolio Director at Landsec, co-owner and asset manager of Bluewater, said: "This one-stop shop for outdoor sports lovers will bring a whole new experience-led retail offer to Bluewater, providing something new and exciting for guests. We have worked very closely with Snow+Rock to deliver another statement store that we are confident will engage Bluewater's guests, providing an experience unavailable anywhere else in the South East."

Founded by snow sports fanatics who spotted a gap in the market, Snow+Rock has continued to stay one step ahead of their competitors since opening their first store on Kensington High Street, London, in 1982. The company was acquired by AS Adventure Group in 2015, which also owns Cotswold Outdoor, Cycle Surgery and Runners Need.

Paul McDermott, Marketing & Omnichannel Director of Snow+Rock and Runners Need added: "We are delighted to be opening a store at Bluewater and look forward to joining an impressive collection of brands and retailers. We are confident that Bluewater will appeal to Snow+Rock and Runners Need's core customers and help us attract a new audience, additionally Landsec's focus on experience is aligned perfectly to our own philosophy of providing an authentic retail destination for our customers."

The announcement follows the recent opening of Godiva and Neal's Yard Remedies, Smashbox's first store outside London, and Missguided's statement store on the lower Rose Gallery, another first outside London. Also joining Bluewater is Coach, with the brand opening on the lower Guildhall this autumn.

CBRE and Time Retail Partners acted for Bluewater. Space Retail Property Consultants. represented Snow+Rock.

## **Ends**

For further information, please contact Nick Thornton or Amy Cassidy at Aver via [nickthornton@aver.uk.com](mailto:nickthornton@aver.uk.com) or [amycassidy@aver.uk.com](mailto:amycassidy@aver.uk.com).

## **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.

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