



## **P R E S S   R E L E A S E**

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**For immediate release**

### **SNOW+ROCK OPENS COOL STATEMENT STORE AT BLUEWATER**

Landsec has announced that Snow+Rock, the outdoor sports brand, has opened its latest store at Bluewater, Europe's leading retail and leisure destination.

One of their largest stores in the UK and designed by an in-house team, Snow + Rock's 13,000 sq ft statement store is situated on the Upper Rose Gallery and stocks handpicked snowsports clothing and equipment alongside luggage, footwear, camping equipment, clothing, electronics and accessories for climbing, walking and all other outdoor pursuits. Featured brands include Arc'teryx, Fjallraven, Patagonia, Kjus, Icebreaker, Garmin and Rab.

The store also provides boot fitting and a full range of servicing options for skis and snowboards from their expert staff. Also instore is Runners Need, who offer the some of the best running products, expert advice and free gait analysis.

Russell Loveland, Portfolio Director at Landsec, co-owner and asset manager of Bluewater, said: "We are pleased to welcome Snow+Rock to Bluewater's expanding experience-led retail offer. The statement store provides a unique service and one-stop shop for our active and adventurous guests."

Paul McDermott, Marketing & Omnichannel Director of Snow+Rock and Runners Need added: "The opening of our store has been extremely successful as we revealed our new concept to Bluewater's guests. Working with Landsec has also been a very smooth process for us. Our focus on providing an in-store experience that will attract and engage with a wide audience will ensure we can convert the many guests through our doors to loyal brand advocates."

This news follows a string of recent signings of international brands including Alex & Ani, Coach, kate spade new york, Godiva and Neal's Yard Remedies. Earlier this year, Smashbox, the Los Angeles based beauty brand, opened its first store in the South East at Bluewater, and global fashion retailer, Missguided, launched their first store outside London.

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 23.7 million sq ft of real estate and a portfolio valued at £14.2 billion, we own and manage some of the most successful and recognisable assets in the country.

In London, our portfolio totals more than £7.8 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 17.2 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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