

**JULY 17 2018**  
**NEWS RELEASE**



## **DANIEL WELLINGTON LAUNCHES FIRST REGIONAL ICON STORE OUTSIDE OF LONDON**

The St David's Partnership, owners of St David's in Cardiff, one of the UK's premier retail and leisure destinations, has today announced the opening of Daniel Wellington's first standalone U.K. store outside of London, at St David's, Cardiff.

The new 430 sq ft regional icon stocks the brand's much revered range of classic and elegant timepieces. Combining minimalistic designs with timeless styles, the store offers signature watches for men and women as well as an assortment of versatile accessories including classic cuffs and interchangeable watch straps in NATO, mesh and leather. Designed by an accomplished in-house team, the interiors reflect Daniel Wellington's classic yet contemporary design aesthetic.

Speaking on behalf of the St David's Partnership, a joint venture between Landsec and intu, Colin Flinn, regional managing director - west at intu, commented: "The arrival of Daniel Wellington is a clear signal that St David's is one of the U.K.'s premium retail destinations. This international brand joining St David's follows the success of other flagship stores outside of London for retailers such as Victoria's Secret and Stradivarius. Daniel Wellington is a great addition to our retail offer and is reflective of the growth within this category as a whole."

This follows the recent opening by international fashion brand Stradivarius, its first Welsh store at the centre, earlier in the year.

JLL and Cushman & Wakefield advised the St David's Partnership. Stephen Kane & Company represented Daniel Wellington.

**Ends**

**For further information, please contact:**

Nick Thornton at Aver on 07808 940208, or via email at [nickthornton@aver.uk.com](mailto:nickthornton@aver.uk.com)

Amy Cassidy at Aver on 07786 025417, or via email at [amycassidy@aver.uk.com](mailto:amycassidy@aver.uk.com)

**About St David's Cardiff**

St David's shopping centre provides over 1.4 million sq ft of retail and leisure space and over 180 stores. Since opening its doors in 2009, it has put Cardiff firmly on the map as one of the UK's best shopping cities.

St David's has secured a continuous stream of high calibre retailer and restaurant openings over the past five years, including many brands that have made their debut or introduced new concept stores into Wales such as Superdry opening its first dedicated Superdry Sports entrance in the UK. Recent brands also include Stradivarius, Big Moose Café, CK Underwear, Virgin Holidays and Oliver Bonas.

St David's is anchored by Marks & Spencer, Debenhams and the largest John Lewis outside of London. The centre is also home to a mix of national and international retailers, such as Primark and River Island, in addition to premium brands and independents. These include Hugo Boss, Radley, Vivienne Westwood and Jo Malone. The dining offer at St David's is equally impressive, with brands such as Wahaca and wagamama.

[www.stdavidscardiff.com](http://www.stdavidscardiff.com)

**About intu**

intu is the UK's leading owner, manager and developer of prime regional shopping centres with a growing presence in Spain. We are passionate about creating uniquely compelling experiences, in centre and online, that attract customers, delivering enhanced footfall, dwell time and loyalty.

We own many of the UK's largest and most popular retail destinations with super regional centres such as intu Trafford Centre and intu Lakeside and vibrant city centre locations from Newcastle to Watford.

We are committed to our local communities, our centres support over 120,000 jobs representing about 3% of the total UK retail workforce, and to operating with environmental responsibility.

intugroup.co.uk

@intugroup

**About 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 24 million sq ft of real estate and a portfolio valued at £14.1 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 6.4 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 17.6 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.

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