

Title **Gunwharf Quays welcomes regional debut outlet store for Ghost London**
From **Land Securities Group PLC (“Landsec”)**
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Landsec has announced that iconic British womenswear brand, Ghost London, has launched a new 1,624 sq ft unit at Gunwharf Quays, the brand’s first outlet store in the region.

Located between global fashion retailers Belstaff and Calvin Klein, the Ghost London Gunwharf Quays outlet features the brand’s trademark contemporary vintage feel across all designs, including bridal and ready to wear clothing. Ghost London is known for its feminine aesthetic, modern silhouettes, and signature garment dyed pieces, and has opened with an up to 50% off offer across its inventory.

Gunwharf Quays is the UK’s leading premium waterside retail outlet, and with this launch Ghost London has joined other high-end, aspirational womenswear brands, such as Armani and Karl Lagerfeld.

Gemma Casey, Senior Portfolio Director at Landsec, commented: “Gunwharf Quays thrives on authenticity and heritage, qualities Ghost London has in abundance. As an established fashion house with over three decades of trading, it is a great step for the brand to be opening an outlet store, and it is testament to Gunwharf Quays that we have been able to introduce this regional debut. With guests returning, and able to enjoy the complete offer at Gunwharf Quays, Ghost London provides yet another reason for people to shop safely at the premium outlet.”

Nadia Gohir, Digital Marketing Manager at Ghost London, added: “This is a new chapter for Ghost London, and a great opportunity to take our brand to a new audience. The retail line-up at Gunwharf Quays is second-to-none and complements our brand perfectly, and we are delighted to be opening our latest outlet here, as we see the safe return of customers to bricks and mortar retail.”

Ends

About Landsec

At Landsec, we strive to connect communities, realise potential and deliver sustainable places.

As one of the largest real estate companies in Europe, our £11.8 billion portfolio spans 24 million sq ft (as at 30 September 2020) of well-connected retail, leisure, workspace and residential hubs. From the iconic Piccadilly Lights in the West End and the regeneration of London’s Victoria, to the creation of retail destinations at Westgate Oxford and Trinity Leeds, we own and manage some of the most successful and memorable real estate in the UK.

We aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon reduction and climate resilience. We deliver value for our shareholders, great experiences for our customers and positive change for our communities.



Find out more at landsec.com

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About Ghost London

The iconic British brand, Ghost London, launched three decades ago and has since become an established fashion house producing women's contemporary clothing. Maintaining a contemporary vintage feel across all designs including bridal and ready to wear collections, Ghost is known for their feminine aesthetic, modern silhouettes and signature garment dyed pieces. All garments are easy to wear, to care for and can be worn by women of all ages and shapes. Every design is a celebration of women.