



**Landsec**

## Press release

**Title** Landsec inks multiple deals with Sweaty Betty across portfolio of prime retail destinations  
**From** Landsec  
**Date** Embargo: 00:01 8<sup>th</sup> November 2022

### **Landsec inks multiple deals with Sweaty Betty across portfolio of prime retail destinations**

Landsec has announced that Sweaty Betty is expanding its presence across its portfolio of prime retail destinations. The leading British female activewear brand has signed for almost 6,000 sq ft of retail space over three deals.

Sweaty Betty have launched their third ever UK outlet store at Gunwharf Quays, Portsmouth's premier waterfront shopping destination, in a deal which sees them take 1,700 sq ft. Located in The Avenues, Sweaty Betty will be nestled alongside other premium brands including Belstaff, Ralph Lauren, Penhaligon's and Coach.

In Oxford, Sweaty Betty have relocated from their former city centre location into Westgate, upsizing into a 2,000 sq ft space on the lower ground floor.

Sweaty Betty's newest central London location opened this Autumn in Victoria, solidifying the brand's presence in the area. So far, the 2,250 sq ft store is already performing above expectations, serving as a go-to destination for fitness and wellness enthusiasts.

The new stores will add to the range of in-demand activewear brands on offer at each destination, and have been made possible by Landsec's new customer centric retail strategy. The latest deals with Sweaty Betty follow other multi-site deals with Adidas, who expanded their presence across Landsec's outlet destinations earlier this year.

Launched in 2021, Landsec's new approach to retail focuses on building strong relationships with brand partners, providing them with a single point of contact and helping them to secure the best spaces in the right locations to ensure they succeed. Earlier this year, Landsec announced that their new strategy will be supported by a retail leasing agent panel which redefines the traditional model. The panel aligns Landsec's agent partners to specific brands and sectors, creating a more transparent process which encourages a partnership-led, portfolio wide approach.

**Nik Porter**, Head of Retail Brand Account Management at Landsec commented: "Brands are focused on expanding into high performing spaces in flagship, catchment-dominant destinations. These prime spaces have an important role to play in driving brand awareness, enabling in-person customer service and facilitating growth. Our new strategy allows us to work with a brand like Sweaty Betty holistically to find the right spaces across our portfolio of prime destinations so that they can flourish."

**Mark Smith**, Chief Operating Officer at Sweaty Betty said: "Working in partnership with Landsec to grow our footprint means we can engage with more of our customers across the UK and deliver even better experiences for them in-store. We're focused on growth, so being in the right location and meeting



shoppers where they are is key. Westgate and Gunwharf Quays in particular are the premier retail destinations in their region, making them the obvious choice when we were looking to expand.”

## **Ends**

### **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 £12 billion 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.

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