VOL 01
2018

THE BULLRING

WHERE MORE HAPPENS

Iconic
Exciting
Fashionable

ESTATE

Conceptual
Experiential
Instagrammable
Memorable

Emotional
Connected

Bullring - never standing still

From national treasures to iconic brands, meet the latest additions to the estate

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Delight and surprise

Leading the way for top international restaurant brands

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Arket fashions a new store at Bullring

ARKET

Hotly anticipated H&M Group fashion brand, Arket, is to open its first store in the West Midlands. This will be one of only a handful in the UK outside London.

The store, located in Rotunda Square, one of the main entrances to Bullring, will open later this year. Alongside Arket's premium collections for men, women, children and lifestyle, the new store will feature a café promoting fresh, seasonal and sustainable Nordic recipes.

Beautiful Bullring

NYX
MORPHE

In June, the global beauty retailer, NYX Professional Make-Up, launched its debut stand-alone store in the region at Bullring. The new store is located adjacent to the recently upsized Goldsmiths.

"We are delighted to sign our first stand-alone store in Birmingham at the city's most notable retail and leisure destination, Bullring."

Shivani Shah, General Manager of NYX Professional Make-Up UK

Further enhancing The Bullring Estate's unique beauty brand offer, Morphe Cosmetics will open its second UK store this Autumn, opposite H&M on the middle level.

International icons

Barbour
TOMMY HILFIGER
Calvin Klein
HUGO
HUGO BOSS

Four new leading fashion brands are to launch this autumn, with Calvin Klein opening a brand new store at Bullring, next to Selfridges and Dune.

Tommy Hilfiger will relocate its current store within Bullring and introduce a new store design layout and joins luxury British fashion brand, Barbour, whose boutique opens in Grand Central in October.

Completing the quartet of premium brands is new menswear concept, Hugo, by Hugo Boss. Set to open later this year at Bullring, this will be the brand's first site outside of London.

COMPTOIR LIBANAIS · Kiehl's SINCE 1851 · THE WHITE COMPANY LONDON · FATFACE UNITED KINGDOM · RITUALS... · Joules · PANDORA UNFORGETTABLE MOMENTS · Jo MALONE LONDON · Cath Kidston

The Bullring Estate:

3 epic locations

...one destination

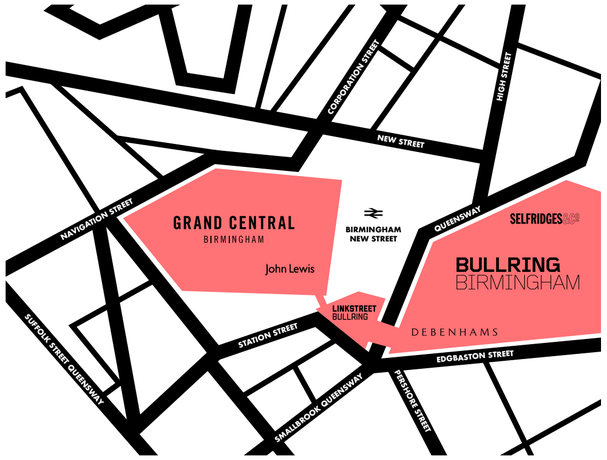
Grand Central

Anchored by John Lewis, Grand Central is an aspirational retail and dining destination located above Birmingham New Street Station, the busiest station outside London.

LinkStreet

An innovative incubator area, directly connecting Grand Central to Bullring, providing a space for emerging niche brands and vibrant pop-ups.

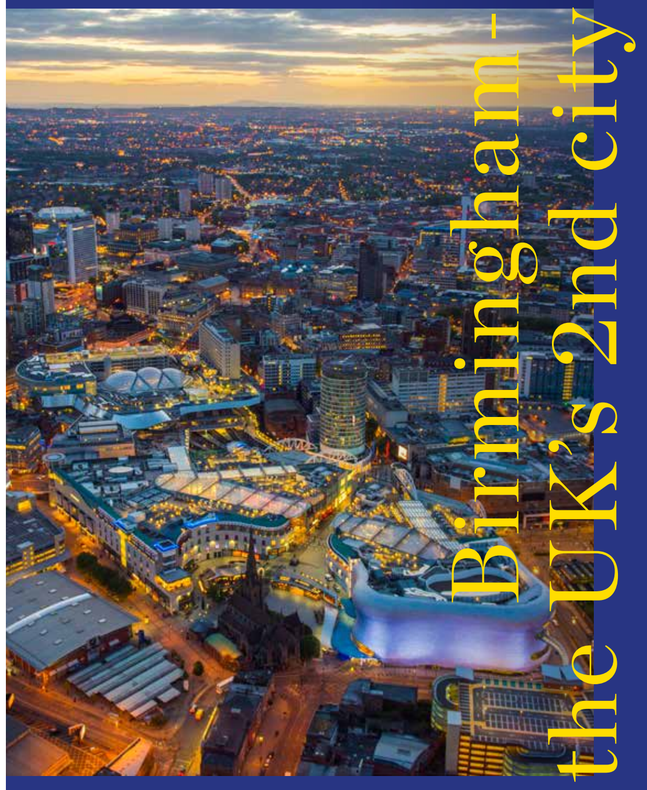
VINCENT VAN DOODLE · BARBER BY BEER · LUKE · Pop Up · not Dogs · BEN SHERMAN



Bullring

One of Europe's most successful retail destinations, Bullring has a diverse and comprehensive offer with something for everyone, right in the heart of the city.

MANGO · MICHAEL KORS · DIESEL · next · RIVER ISLAND · TED BAKER LONDON · VICTORIA'S SECRET · ZARA · TOPSHOP · THE NORTH FACE · OFFICE · Superdry. · JD



Birmingham – the UK's 2nd city

2022 Commonwealth Games

The 2022 Commonwealth Games will be held from 27 July to 7 August 2022– twenty years after the Manchester 2002 Commonwealth Games and the ten-year anniversary of the London 2012 Olympic Games.

New Street Station

The £650 million redevelopment of New Street Station has transformed it into a state of the art transport hub.

Purnell's

Purnell's is a chic, contemporary fine-dining restaurant, awarded its Michelin star in January 2009. It is located in one of Birmingham city centre's finest conservation areas.

Birmingham Royal Ballet

Its aim is to be one of the world's best classical ballet companies, respected for its excellence, artistic innovation and social responsibility.

Credit: Momoko Hirata as Cinderella and Joseph Caley as The Prince; photo: Bill Cooper

Ikon Gallery

Ikon is an internationally acclaimed contemporary art venue located in Birmingham. It is an educational charity and works to encourage public engagement.

COACH NEW YORK

Russell&Bromley

Barbour

An eclectic mix of brands have already selected The Bullring Estate: from leading international fashion retailers through to specialist, contemporary independent brands.

National Treasures and iconic brands

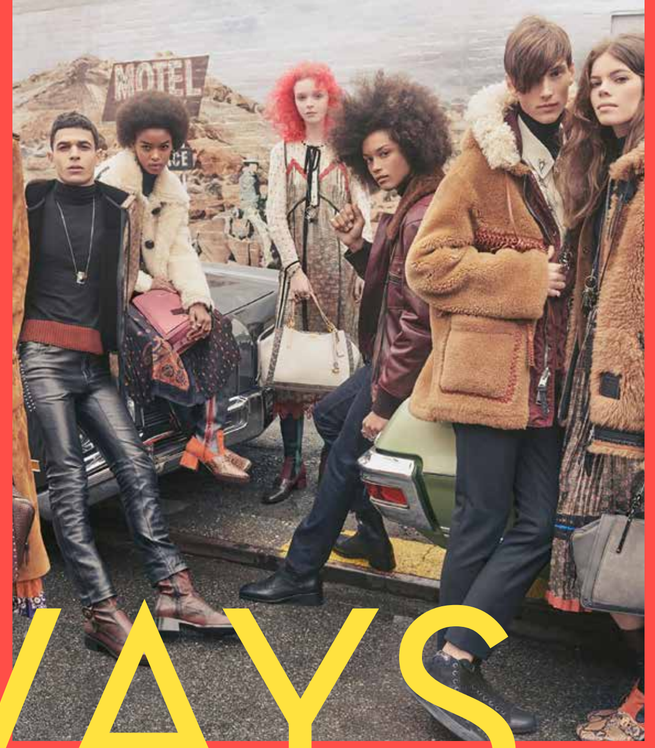
Birmingham is home to top department stores: Selfridges, John Lewis, Debenhams and Harvey Nichols.

ROLEX

WATCHFINDER&Co. WATCHFINDER.CO.UK

OMEGA

Bullring's line-up of watch brands now includes Rolex, Omega and Watchfinder. These premium retailers complement the new fashion and beauty operators to provide visitors to The Bullring Estate with even greater choice.



"We are thrilled to trade alongside such an esteemed list of luxury labels and at such an iconic location. The centre's exceptional footfall is a great opportunity for us to offer our luxury products to an ever-growing affluent customer base."

Catherine Levesque,
President of Coach Europe

ALWAYS EVOLVING

"Birmingham is a city on the move and a growing luxury marketplace with a vibrant cultural scene. We are proud to be part of this exciting time for the city."

Barratt West, Vice President and Managing Director at Tiffany & Co UK & Ireland

Credit: Ross Jukes | www.rossjukesphoto.co.uk

Recently opened in Selfridges

Christian Louboutin

GUCCI

LOUIS VUITTON

SELFRIDGES&Co

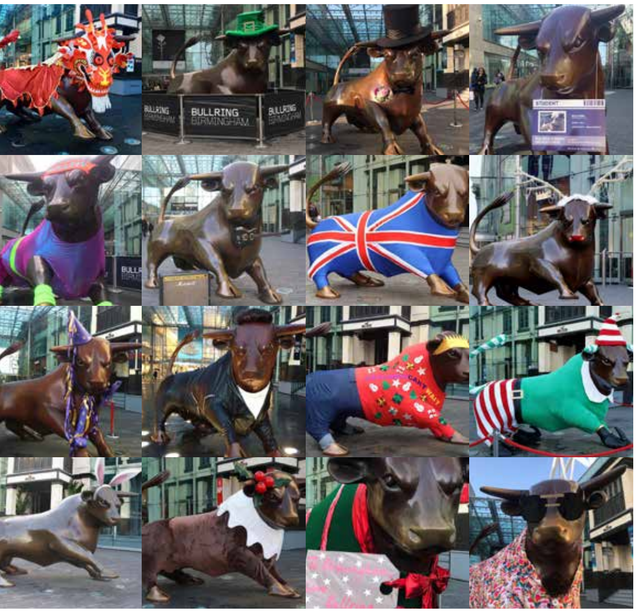
Selfridges Birmingham debuted its second-ever Shoe Galleries concept and luxury brands Christian Louboutin, Burberry and Gucci have recently launched boutiques at Bullring. Tiffany & Co and Louis Vuitton have also opened new designer 'store in-stores' in the past 12 months, alongside San Carlo Group restaurant and bar, Fumo.

TIFFANY & CO.

"There's no better luxury destination than Selfridges Birmingham and we're excited to add Gucci to the roll call of deluxe collections to level four. We know our customers appreciate being able to source the very best brands in one place, which is why we are constantly working to make shopping here an exciting and dynamic experience."

Sam Watts,
Selfridges Birmingham General Manager

NEVER STANDING STILL



IT'S ALL GOING ON

Bullring's bull is the third most photographed landmark in Britain.

#SOCIALITE

The Bullring Estate leads the way on social media, with the largest Twitter following of any retail destination in the UK

IT'S GREAT TO STAY IN TOUCH

Every year, The Bullring Estate comes alive with a calendar of seasonal events from Chinese New Year, fashion events and popular Student Sessions. An exciting mix of immersive commercialisation activity adds to the experience, including pop-ups from Amazon, Mercedes and Renault, and a Lego Master Builder event (below).

140k
Instagram tags

223k
facebook fans

101k
twitter followers

"The location is perfect for our debut, I know how popular it is as a retail and leisure destination and we'll be sitting alongside a premium dining line-up, well positioned to cater for the high footfall from New Street Station and the wider Bullring Estate."

Anthony Duffy, founder of Holy Moly Macaroni

NEW BRANDS

COMPTOIR
LIBANAIS

"Our Grand Central restaurant has been one the of most consistently high performing sites in the UK, since opening in March this year. We are in such a great position within the destination and the level of footfall, from day through to the evening, is representative of the popularity of our Middle Eastern offer with commuters and visitors to Birmingham. It has also become a firm favourite with the local residents."

Tony Kitous, founder of Comptoir Libanais

MOWGLI
STREET FOOD

"Grand Central is a pulsing street food hub that is growing from strength to strength. I'm so proud to have led my Mowgli family to this destination within the heart of Birmingham. It's such a warm embracing city, it already feels like home after a relatively short time period, and we look forward to a long and happy future here. Mowgli is about smash and grab zing of honest, home-style, fresh food and it seems the Grand Central clients are all about this kind of edgy offer."

Nisha Katona, owner of Mowgli

#SOCIALIFE

It has the space and vision to nurture brands that continue to surprise and delight shoppers

In the past 12 months, The Bullring Estate has welcomed a number of top restaurant brands from a range of international cuisines including Mowgli, Comptoir Libanais, Tasty Plaice, Thai Express, and new local entrant into the market, Holy Moly Macaroni.

"There are great opportunities in the restaurant and dining market for those who are able to ensure a compelling and relevant offer.

Diners vote with their knives and forks and we are beginning to see a clear divide between brands that give today's consumers what they want and brands that struggle to meet or adapt to these demands.

We see the current environment as presenting new opportunities for retail destinations such as The Bullring Estate, Birmingham, and the wider industry at large.

Successful operators are achieving a point of difference; to deliver exceptional customer service alongside an enhanced and exciting menu and all set within a stimulating and enlivened environment.

Consumers increasingly mix and match between the joy of discovering new brands and the comfort of a reliable chain and this continues to shape the way we curate our dining offer. Since taking ownership of Grand Central in 2016, Hammerson has implemented a proactive asset management strategy to significantly enhance the destination's existing dining mix.

The dawn of a refreshed restaurant market marks the beginning of a very exciting time for the business. It's a chance for us to find new culinary talent."

"We see the current environment as presenting new opportunities for retail destinations such as The Bullring Estate"

Sarah Fox, Head of Restaurants and Leisure at Hammerson. Excerpt from an article published in Property Week April 2018

40+
million footfall

1.7
million sq ft

227
shops & restaurants

£94
total average spend
(Bullring & LinkStreet)

£81
total average spend
(Grand Central)

110
minutes dwell time
(Bullring & LinkStreet)

83
minutes dwell time
(Grand Central)

£5.4
billion
available spend in the catchment

46%
above national average
retailers performance at Bullring

3.6
million residents
one of the largest and affluent retail catchments in the UK

Hammerson

Be part of it...

www.bullring.co.uk

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