

# MCARTHURGLEN™

DESIGNER OUTLETS

## PRESS RELEASE

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### **Elle Macpherson chooses McArthurGlen for first UK outlet store**

Lingerie brand Elle Macpherson Intimates has chosen a designer outlet operated by McArthurGlen, Europe's largest developer, operator and manager of designer outlet villages, for its first outlet store in the UK.

The 1,386 sq ft store is scheduled to open next month in Cheshire Oaks Designer Outlet near Chester. Cheshire Oaks is the UK's largest designer outlet with 31,300 sq m of retail space and 140 units, and attracting seven million visitors a year.

Elle Macpherson Intimates is one of several leading retailers to announce that it will open in one of McArthurGlen's seven centres across the country in recent months, with more signings by other leading brands set to be announced shortly.

Henrik Madsen, McArthurGlen's Managing Director for the UK and Northern Europe, says: "We have had a strong start to 2009 in terms of our trading performance and the brands opening across our UK portfolio. Elle Macpherson Intimate's decision to choose McArthurGlen for its first appearance at a UK designer outlet centre reflects that of our other new brand partners, who see McArthurGlen as offering a new retail solution to meet their business needs."

Beverly Hill, EU President of Bendon UK Ltd, which holds the licence for Elle Macpherson Intimates, comments: "To sustain our impressive growth, we need to seek new viable and credible retail streams for the business yet retain control of our brand identity – and McArthurGlen enables us to do this.

"At the same time, McArthurGlen Cheshire Oaks provides an established, affluent customer profile for us to target, and is ideally positioned between the North West's largest cities, Manchester and Liverpool. Commercially, this made the designer outlet a very attractive proposition for our business."

Other new signings, joining McArthurGlen's 400 brand partners in the UK, announced since December 2008 include names such as Nicole Farhi, Gieves & Hawkes, Dyrberg Kern and Original Penguin (for its first store in the UK, and its first outlet store).

Henrik adds: "We are continually looking to upscale the designer and fashion brand mix across all seven of our designer centres in the UK in order to enhance the shopping experience and given that our centres are attracting increasing numbers of AB shoppers."

McArthurGlen's designer outlets in the UK, together with Cheshire Oaks Designer Outlet, are: Ashford Designer Outlet (London); Bridgend Designer Outlet (Cardiff); East Midlands Designer Outlet (Nottingham); Livingston Designer Outlet (Edinburgh); Swindon Designer Outlet; and York Designer Outlet.

Like-for-like sales at the seven centres were up 10% in January 2009 compared with the same period in 2008, while footfall was up 9%.

ENDS

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## NOTES TO EDITORS

**McArthurGlen Group**

Since introducing outlet retailing to Europe in 1995, McArthurGlen Group has become Europe's leading developer, owner and manager of designer outlet villages. Its current portfolio of 17 architecturally unique designer outlet villages across the UK and Continental Europe comprises more than 400,000 sq m of high-quality retail space, housing over 750 premium brands in more than 1,800 stores. Visited annually by nearly 70 million people, the portfolio generated nearly €2 billion in retail sales in 2008. The Group has a further 170,000 sq m of new designer outlet space due to open by the end of 2011, including five new schemes in Berlin, Salzburg, Naples, Athens and Hamburg.