

Press Release 2023



LEADING RECYCLED FASHION BRAND WHITE ROSE OPEN 15TH STORE AT VICTORIA CENTRE

“Recycled fashion” retailer White Rose, which was set up by two Nottingham Trent University students in 2009, has opened another new store in the city – its eighth in total.

The charitable fashion brand has opened the new shop on the upper mall of the Victoria Centre, with the aim of reducing fast fashion’s impact on the environment and minimising waste, shoppers will find a range of second-hand men’s and women’s clothing, accessories and footwear.

Its offering of pre-loved items also features a mix of premium and high-street brands, including the likes of Ralph Lauren, Miss Selfridge, Adidas and Zara, among others.

Alan Pearson, Director of FHP Property Consultants, commented: *“I’m delighted to see White Rose open at the Victoria Centre. I let them their first store in Goose Gate, Nottingham in 2009 and it’s great to see their business grow from this small first store and open their 15th store in the prime retail destination of Victoria Centre.”*

Nigel Wheatley, Centre Director at Victoria Centre, said: *“We’re thrilled to welcome White Rose to the centre; a charitable fashion brand, founded here in Nottingham, making a real difference not only to the industry, but also our local community.*

“Since the first store opening back in 2009, we’ve seen the positive impact White Rose has had in encouraging the uptake of pre-loved clothing and the reduction of waste.”

Lee Reynolds, General Manager at White Rose, added: *“We are delighted to be able to bring White Rose in to the Victoria Centre. The centre has so much history within Nottingham and we can’t wait to be a part of that. The new flagship store will give Victoria Centre’s shoppers the opportunity to buy excellent second-hand fashion for a great cause. As we will be selling menswear and womenswear, we hope we are able to open up affordable, sustainable fashion to everyone.”*

ENDS

Alan Pearson
8th March 2023

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