

# Press Release 2024



## A TRIO OF LEADING BRANDS ARE TO OPEN NEW CONCEPT STORES AT DERBION

A trio of leading brands are set to open new concept stores at East Midlands shopping destination Derbion, following a combined investment of over £5m.

Sports and fashion retailer JD Sports is set to double the size of its existing presence at the scheme, opening a new 20,175 sq ft flagship store for Christmas this year.

Also relocating is fashion retailer New Look, which will open a 10,000 sq ft store this Autumn, offering a range of womenswear, footwear, accessories, lingerie, and concessions on the centres Lower Mall adjacent to Frasers.

Lingerie and intimates retailer Ann Summers have relocated on the Upper Mall and investing in its latest store design.

The investments form part of Derbion's continuing growth strategy to reposition the centre and support existing retailers alongside new lettings.

Beth McDonald, Derbion managing director, said: *"Over the past three years our leasing strategy has transformed Derbion, securing a host of new retail and leisure brands including Frasers, H&M Home and Rituals. Last year alone, 13 new brands opened their doors at the centre.*

*Our strategy has always been to broaden our range of retailers whilst at the same time support existing brands to deliver on their full potential through best-in-class stores. As the centre continues to evolve, investing alongside our retailers to ensure they have the right sized store in the right location, positioned alongside complementary brands, is a key part of our forward planning."*

Alan Pearson, Director at FHP Property Consultants, leasing agents for the scheme said: *"The long-term commitment by Ann Summers and New Look to invest in their latest store designs and from JD to upsize, demonstrates the ongoing demand for Derbion from consumers."*

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Alan Pearson  
23<sup>rd</sup> May 2024

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