

Press Release 2024



H&M OPEN IN VICTORIA CENTRE, NOTTINGHAM

H&M and H&M Home have chosen Victoria Centre, to launch their new 2,177 sq m store in Nottingham. The store will offer customers a new, fresh interior look and feel for the brand.

Alongside its expansive womenswear, menswear, and kid's fashion offering, the store will also host the brand's H&M HOME concept, where customers can enjoy curated collections of contemporary décor and home accessories alongside the latest trend-driven fashion collections and styles.

The Swedish high-street and online favourite, will be located in a prime position in the centre, on the lower mall next to Levi's, which opened in November, adding to our established collection of fashion retailers, including Urban Outfitters, Superdry, River Island and White Rose, as well as clothing and homeware brands like John Lewis & Partners and Next.

Alan Pearson, Director at FHP Property Consultants, leasing agents for Victoria Centre said: *"The relocation of H&M to Victoria Centre demonstrates the ongoing demand for the centre from shoppers, which saw 20 million come through the doors last year and the footfall has continued to grow in a like for like basis in 2024."*

For further information contact Alan Pearson on 07876 396005 or email alan@fhp.co.uk

ENDS

Alan Pearson
23rd May 2024

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