

# Press Release 2024



## WHITE STUFF OPEN AT DERBION

Fashion and lifestyle brand, White Stuff has secured a 1,501 sq ft area at Derbion, a retail and leisure hub in the Midlands. The new store is scheduled to launch in June, the flagship store will feature the brand's collections of women's and men's clothing, as well as accessories.

This announcement comes after £5m being poured into the development of three new concept stores for JD, New Look, and Ann Summers at Derbion.

JD is set to expand its store to a 20,175 sq ft space by the end of this year, more than doubling its current size.

Alan Pearson, Director of FHP, said: *"We're delighted to welcome White Stuff to the growing mix of premium and lifestyle brands within Derbion."*

Beth McDonald, managing director at Derbion, said: *"White Stuff is a fantastic brand and we're delighted that it will be joining our line-up of high street favourites and premium retailers."*

*We've been on a journey of evolution at Derbion with a progressive leasing strategy that optimises the offer from our current retailers whilst attracting new brands. With more exciting names to arrive soon, there is a clear sense of confidence in the centre."*

Wendy Clarke, area manager, White Stuff said: *"We are looking forward to welcoming customers into our new store in Derby very soon. Derbion has become a top destination for shoppers looking for unique pieces in the Midlands and is the perfect new home to introduce our thoughtful designs and high-quality fabrics to even more customers."*

For further information contact Alan Pearson on 07876 396 005 or email [alan@fhp.co.uk](mailto:alan@fhp.co.uk).

ENDS

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

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