

# Press Release 2024



## LONDON'S FIRST DEDICATED DJI- HASSELBLAD STORE TO OPEN ON REGENT STREET

DJI, the world's largest drone maker, is to launch a new flagship DJI-Hasselblad concept store in London's Piccadilly.

The premium tech brand will open a new 1,550 sq ft outlet at 52 Regent Street on Saturday 29 June 2024, which promises to deliver an "immersive experience" for consumers.

It will feature innovation spaces showcasing cutting-edge technology, including DJI drones, gimbals and accessories, and Hasselblad's digital medium format cameras and lenses. Consumers can also expect in-store live streaming, demonstrations and product training.

DJI is the global leader in civilian drones and creative camera technology, and currently has 12 stores across China, Hong Kong and Thailand featuring high-end medium format camera technology made by Swedish firm Hasselblad, which it acquired in 2017.

52 Regent Street will become only the second combined DJI-Hasselblad concept store to open in Europe, and follows the recent launch of a DJI retail outlet in New York. It is expected to create at least seven new jobs.

Majid Shah of DJI Retail UK said the company had worked with leading property consultancy, FHP, to secure a long-term lease on the property.

DJI-Hasselblad and FHP previously teamed up to acquire a prime retail unit in Birmingham's Corporation Street, which opened last year, and are eyeing other locations in the UK and Ireland.

Majid Shah said: "We are looking forward to launching our flagship UK concept store in one of the country's most iconic retail destinations. Many of our existing customers are London-based, so our new store opening at 52 Regent Street offers us the perfect platform to service their needs, as well as attracting a whole new audience, from hobbyists and professionals, to companies keen to adopt aerial technology."

Fisher Hargreaves Proctor Limited is the region's leading commercial property consultancy.

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*We've worked closely with FHP to source the best possible site for the new store, and have been looking into this location for some time. The performance of our Birmingham store has shown that consumers enjoy being able to browse and test equipment before they buy. We're confident the store will be successful."*

Oliver Marshall, Director at FHP, said: *"DJI and Hasselblad are both global leaders in visual technology, so it's incredibly exciting to see a combined concept store opening in London following the success of Birmingham.*

*This is an outstanding location with a footfall of more than 100 million people annually, including local and tourist drop-in traffic, and the potential to become a hub for immersive product experiences.*

*"We are pleased to be retained to assist our clients with their UK and Ireland expansion, delivering a bespoke acquisition service and strategic advice on their search for prime opportunities in major cities, with a number of positive conversations ongoing on locations across the country."*

For further information please contact Oliver Marshall on 07887 787 885 or [oliver@fhp.co.uk](mailto:oliver@fhp.co.uk).

ENDS

Oliver Marshall  
28<sup>th</sup> June 2024

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