

# Press Release 2025



## VICTORIA'S SECRET TO CONTINUE EXPANSION WITH DERBION SIGNING

Victoria's Secret is set to open a store at Derbion in Derby, as the lingerie retailer continues to expand across the UK.

The retailer has agreed to take a 5,712ft<sup>2</sup> unit on a 10-year lease, expanding out of its current space in Next into its own unit.

Victoria's Secret's first permanent store in Derby will allow the brand to access a greater customer base in the East Midlands and offer a range of lingerie, sleepwear, and beauty products.

The arrival of Victoria's Secret at Derbion follows a strong year for the scheme, which completed 89,789ft<sup>2</sup> of new openings, upsizes, and relocations in 2024.

Beth McDonald, managing director at Derbion, said: *"Victoria's Secret is an iconic premium brand with a strong customer base, so we are delighted that they have selected Derbion as one of its premier stores in the East Midlands. Our goal is to ensure Derbion has a diverse retail, leisure and F&B mix as we look to maintain our place as the East Midland's premier retail and leisure destination. The arrival of Victoria's Secret is testament to our progressive leasing strategy which continues to attract and retain big-name brands helping us draw in shoppers from across the region."*

Nicola Reeve, head of retail at Victoria's Secret, said: *"We are pleased to be expanding our presence in Derby with the opening of this new permanent location at Derbion. Over the past few years, we have continued to expand our presence across the UK opening new locations in thriving retail destinations. This new space at Derbion will allow us to serve more of our customers from across the East Midlands as well as draw in new visitors."*

Alan Pearson, Director at FHP Property Consultants said: *"We are delighted to welcome Victoria's Secret to Derbion. It is another fantastic addition to the tenant mix at the centre, with a number of new brands opening in 2024 including Castore, White Stuff, Tomato Energy, B&M, Pavers, Bloom and existing brands JD, Superdrug, The Perfume Shop, Yours, Charlie Browns expanding into bigger and brighter new format stores."*

Alan Pearson  
27<sup>th</sup> January 2025

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