

For immediate release

## **BESTSELLER BRANDS TO JOIN UNION SQUARE**

Danish retailer Bestseller is to open its multifascia store at Union Square in Aberdeen.

Bestseller is new to Aberdeen and will trade under the Jack & Jones and Vero Moda brands. Jack and Jones is the renowned men's jeans label while Vero Moda offers stylish ladies clothing and accessories.

Guy Wells, Development Manager, Hammerson Union Square commented: "Securing Bestseller is great news, especially as both Jack & Jones and Vero Moda are new to the city. The multi-branded approach provides choice for consumers and there is no doubt that the Bestseller fascias will have an instant appeal with shoppers.

"We are now over 50% let by income at Union Square and brands continue to recognise the retail potential of the scheme, driven by Aberdeen's large consumer catchment and strong economy."

Andrew Farnham Country Manager for Bestseller Retail UK said: "Bestseller are delighted to continue their expansion in the UK and are extremely positive about Union Square. We have worked closely with Hammerson since our entry into the UK in Birmingham and will continue to do so. The new store in Aberdeen continues our policy of opening in city centres and high streets with quality tenant mixes. We look forward to more openings in the near future"

The 765m<sup>2</sup> (8,238 sq ft) Union Square store will be located within the main fashion mall on the ground floor adjacent to Next and Zara. The unit will be Bestsellers third location in Scotland and will open when the scheme launches later this autumn.

Bestseller operates more than 4,800 shops in 41 countries across Europe, the Middle East, China and Canada. It entered the UK market in 2000 by supplying wholesale products to multi-branded fashion retailers and independent stores and it currently has 14 stores in the UK.



ENDS

### **Media Contacts**

Hannah Murray or Kirsty Grant at Trimedia UK

E: [unionsquare@trimediauk.com](mailto:unionsquare@trimediauk.com)

T: 0131 226 2363

### **Union Square**

Union Square is a £250 million mixed use, regeneration scheme creating a new retail and leisure quarter for Aberdeen. Developed by Hammerson, the scheme includes 56 retail units, comprising a range of national and international brands, up to 12 restaurants and cafés, a 203 bed hotel and 10 screen multiplex, set to be Aberdeen's largest cinema. The scheme will also provide visitors with a new civic square. Union Square will be Aberdeen's most accessible retail and leisure offer with 1,700 car parking spaces, easily reached from all major routes and integrated with the city's bus and rail stations - providing a gateway to the region and encouraging sustainable travel to the city.

[www.unionsquareaberdeen.com](http://www.unionsquareaberdeen.com)

### **Hammerson plc**

Hammerson plc is a FTSE-100 Real Estate Investment Trust which operates principally in the retail sector in the UK and France. Its £6.5 billion portfolio, which provides 1.4 million m<sup>2</sup> of retail space and 255,000 m<sup>2</sup> of offices, includes 15 major shopping centres and 19 retail parks.

Hammerson has a track record of successfully delivering major city centre regeneration projects. Award-winning developments include Bishops Square in London and Bullring in Birmingham. In September 2008 the Company opened three major retail-led developments: Highcross, Leicester; Cabot Circus, Bristol and an extension to Parinor, an existing centre in Paris. This autumn, Hammerson will open its latest retail-led regeneration scheme, Union Square in Aberdeen.

The Company is currently working with several councils across the UK to deliver retail-led mixed-use projects in cities including Leeds, Southampton and Sheffield.

For more information, visit [www.hammerson.com](http://www.hammerson.com).