



## **NEWS RELEASE**

**For immediate release**

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### **HOLLISTER LAUNCH TAKES UNION SQUARE FOOTFALL TO ALMOST 5 MILLION - Californian Chic prompts one of the busiest weekends on record -**

The launch of Hollister Co.'s debut store in Scotland at Union Square saw a huge increase in weekend footfall, taking the total footfall since opening to almost 5 million (4.8 million).

The opening of the iconic American fashion outfitter, on Friday 26<sup>th</sup> March, prompted one of the busiest shopping weekends on record with footfall up 10,000 from the Christmas shopping weekend – one of the traditionally busiest retail periods.

The launch weekend is in the top three highest footfall weekends of the year, up almost 6,000 (5,700) from the previous weekend. Saturday's footfall alone was the second highest of the year.

Penny Godfrey, marketing manager for Union Square said: "We knew Hollister Co. would be a popular store for shoppers – it further improves the choice of high quality fashion brands here and, as a first for Scotland, it was always likely to be a busy weekend."

"Attracting Hollister Co. to Union Square is a real coup for the city. It is a massive brand that has created a lot of attention and is testament to the fact that the centre - and Aberdeen - are viewed as top class shopping destinations."

The launch of the store further enhances Union Square's reputation for securing high-profile debut launches of major brands. The new shopping centre has already launched the Scottish presence of Juice Master and Handmade Burger Co. and opened Apple's second retail outlet in Scotland and the only Apple store outside of the central belt.

Penny added: "Union Square is an award winning retail development and is an increasingly popular location for Scottish shoppers, particularly those outside of the central belt. People are realising that we can compete against the offerings in Glasgow and Edinburgh."

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

## ENDS

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### Notes to Editors:

#### Some of the brands signed up to date include

Cineworld, Marks and Spencer, Zara\* Cult\*, H&M, New Look, Next, Outfit (Miss Selfridge, Warehouse, Burton, Dorothy Perkins, Evans, Wallis), Bestseller\* (Vero Moda\*, Jack & Jones\*), TK Maxx, Azendi, Rox\*, USC, Hobbycraft\*, Paperchase\*, Boots, Jurys Inn\*, Instyle Furniture\*, Barrhead Travel\*, Clarks, JD Sports, Mamas and Papas\*, Apple\*, Cotswold\*, Lab Sport\*\*, Swatch\*, TM Lewin\*, AB10, Soletrader\*, Fatface, Pandora, Faith, Urban Kids, Exquisite Designs, Lapis Gold\*, Peckhams, Accessorize, Pure Spa\*, Deichmann\*, Juicemaster\*\*, Howard's Storage World\*, Hollister Co.\*\* ,

Frankie and Benny's, ASK\*, Chiquito, Nando's\*, YO! Sushi\*, Costa, Spur Steak and Grill\*, Handmade Burger Co\*\*, Pizza Hut, Starbucks, Muffin Break\*, Prezzo\*

\* Brands new to Aberdeen

\*\* Brand new to Scotland

### Union Square

Union Square is new retail and leisure quarter in the centre of Aberdeen. Developed by Hammerson, the centre includes around 50 retailers across the main mall and shopping park, a variety of restaurants and cafés, a 203 bed Jurys Inn hotel and 10 screen multiplex Cineworld, Aberdeen's largest cinema. The scheme also provides visitors with a new civic square.

Union Square is 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)