

THE BULLRING ESTATE

*Iconic
Exciting
Fashionable*

*Conceptual
Experiential
Instagrammable
Memorable
Emotional
Connected*

Transforming Birmingham

*The key
developments*

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Redefining retail

*Meet the latest
additions to the estate*

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Fashion features at The Bullring Estate

2018 was a year of flagship launches at The Bullring Estate, with premium fashion brand **Arket** paving the way with the debut of their West Midlands flagship in Bullring's Rotunda Square last November. A Nordic-style café is part of the new store experience, alongside the latest collections for women, men, children and the home.

HUGO, a new concept by **HUGO BOSS**, opened its doors to the brand's first store outside London in the same month.

Another unique addition was **Barbour**, with the brand opening its only standalone store in the region in Grand Central.



Laying the foundations

US beauty retailer, **Morphe Cosmetics**, opened its first store outside London, and only its second in the UK, at Bullring; Just in time for Christmas. The store features a backstage 'Studio Morphe' – a professional space developed for education, entertainment, and content creation.

Established in LA in 2008, the US company is recognised by beauty bloggers as the 'beauty brand created for the creators' and has amassed over eight million followers on Instagram.

Stepping out

Kurt Geiger, the designer footwear label, opened in early December. Set amidst international brands such as **Tommy Hilfiger** and **Calvin Klein** at Bullring, the store is another regional debut. The boutique features the full range of designer footwear and accessories for women and men, including **Kurt Geiger London**, **Carvela** and **KG Kurt Geiger**.



Birmingham

£1bn economic boost to create a world-class city centre*



With the preparations for the 2022 Commonwealth Games, new city centre developments, and HS2, Birmingham is bustling with energy and open for business.



£26.2bn
gross value added
Birmingham has the largest economy of any UK city outside London

65,000m²
of new and improved public spaces

5,000+
new homes
with new leisure and recreational facilities

50,000
new jobs
to be created with the Big City Plan

12,000
start-ups
more than any other UK city according to the Centre of Entrepreneurs

28km
of enhanced walking and cycling routes

1.5m
square metres of new floorspace

* Birmingham.gov.uk/info/20054/planning_strategies_policies/298/big-city-plan



Exciting times

Major projects in the city include Paradise, Smithfield and HS2, forming part of the wider Big City Plan for Birmingham to regenerate and revitalise the city.

HS2

Birmingham will be at the heart of the UK high-speed railway network with HS2. Due to launch in the UK's second city in late 2026, it will cut the journey time from Birmingham to London to just 49 minutes.

Key

- | | |
|--|------------------------------|
| THE BULLRING ESTATE | TRAIN STATIONS |
| COACH STATION | 1 - New Street |
| UNIVERSITIES | 2 - Moor Street |
| 1 - Birmingham City University | 3 - Snow Hill |
| 2 - Aston University | 4 - Five Ways |
| 3 - University College Birmingham | 5 - Bordesley |
| 4 - Newman University | 6 - Jewellery Quarter |
| 5 - University of Birmingham | 7 - Duddeston |
| | 8 - Adderly Park |

Paradise
A vibrant mix of commercial, civic, retail, leisure and hotel space with the final phase due to be completed in 2025.

Arena Central
Arena Central is a mixed-use development set within a new landscaped public area in Centenary Square.

Snow Hill Station
A £16 million revamp of the station includes a new public realm, office development and a new station concourse.

Martineau Galleries
The 6.5 acre site in a strategic city location will be redeveloped into a mixed-use scheme.

Curzon Street Station
The new Curzon Street station will be world-class to house HS2, the new high-speed railway which will connect 8 of the UK's largest cities.

THE BULLRING ESTATE

Smithfield
The vision for the 42 acres site includes leisure and cultural attractions, markets and residential use.

CHINESE QUARTER

Q&A

with *Jonathan Capener,*
founder of *Outdoor and Country*



Barbour

What first attracted Barbour to launch at Grand Central?

As Barbour's key UK partner, Outdoor and Country Retail Ltd, we profiled all locations within the UK in terms of our customer demographic and Birmingham was in the top 10. It's a privilege to be able to work together with Barbour to bring the brand to not only the UK's second city, but to one of the most successful retail destinations within Europe.

How has the Birmingham flagship at Grand Central performed since opening?

The store has had a great start; it's performed in line with expectations and we had a particularly strong December. The store has received a lot of positive responses from customers able to shop such a large range of Barbour products in one place and with the added benefit of our click and collect

service. This provides customers access to the largest independent Barbour collection in the country via our website outdoorandcountry.co.uk.

What are the benefits for Barbour to have a location in Birmingham?

We believe it's important for our customers to have access to us via a physical retail store. It allows customers to come and try the items on for themselves and being located in Birmingham Grand Central means we are easily accessible to much of the country. We are the go-to destination for Barbour in the West Midlands.

What is in store for Barbour in 2019 at Grand Central?

This year sees Barbour celebrate their 125th anniversary! So expect to see lots of activity around this monumental birthday with the added benefit of exclusive limited edition jackets.

HUGO
HUGO BOSS



"We are delighted to choose the Bullring for our second UK HUGO store. It's an exciting time for the brand and securing the right stores in the right locations has been a crucial part of our strategy."

Stephan Born
Managing Director HUGO BOSS
Northern Europe, Middle East & India



REDEFINING RETAIL

THE BULLRING ESTATE / 04

MORPHE

"Birmingham boasts the largest population outside of London and with its location right in the heart of the city, The Bullring Estate was the clear choice for our second store in the UK."

Mark Spillman
Morphe General Manager EMEA

"With its location right in the heart of the city, Bullring was the obvious choice for our new flagship."

Ross Warden
Retail Director at Kurt Geiger

SELFRIDGES & CO

KURT
GEIGER

The number of luxury brands within the Bullring Estate is growing, with Selfridges' newest boutiques for Gucci and Christian Louboutin joining the famous department store's refurbished personal shopping experience that opened last summer.

The Bullring Estate provides something for everyone, with a customer experience that makes it feel personal, all within an iconic space that sets the standard across the UK.



"We house two of our brands (Tommy Hilfiger and Calvin Klein) in Bullring and look at the mall as one of our core UK & Ireland destinations. The growth in footfall and other key retail metrics has been very positive over the last 5 years and we see these locations as part of our future retail portfolio road map."

Nick Tite
Retail Director, PVH Corp

TOMMY HILFIGER



ARKET

NEVER STANDING STILL

Events

BLACK MIRROR

In January, cult-favourite series Black Mirror, in partnership with Netflix, recreated the iconic 1980s game store from new drama, Bandersnatch. The Grand Central location was chosen as one of just two pop-ups in the UK.



Bandersnatch pop-up

PURPLE TUESDAY

The Bullring Estate participated in Purple Tuesday – the UK's first accessible shopping day. Freefall Dance Company performed a choreographed ballet piece showcasing ten highly gifted dancers with severe learning disabilities, and athletes from the British Wheelchair Basketball team demonstrated their skills and allowed shoppers to have go, boosting support ahead of Birmingham hosting the 2022 Commonwealth Games.

THE SNOW HOUSE

Bullring welcomed The Snow House over the festive period, in a scenic setting overlooking St Martin's Church and Selfridges. Customers were invited to get away from the cold and into the Christmas spirit by hiring exclusive igloos and enjoying a range of food and drinks from the festive chalet bar, including hot toffee apple cider and delicious German sausages.

JAMES CHARLES

Over 8,000 fans flocked to Bullring to see US celebrity vlogger, James Charles, make his UK debut appearance to officially launch the brand-new Morphe store. The internet sensation, who has over 16.1 million followers on Instagram, made Birmingham the centre of attention, with fans queuing from 8am to catch a glimpse of the YouTuber.

@morphebrushes
@jamescharles



James Charles

NEW BRAND



@pizza recently opened its second restaurant in Grand Central, located adjacent to Holy Moly Macaroni and Nando's. The brand has experienced great success, being voted #1 out of 155 pizza restaurants in Edinburgh on TripAdvisor.

"Situated above the busy New Street station and amongst several leading restaurant operators, this prime unit in the heart of Grand Central provides the ideal opportunity to open our next store."

Rupert Lyle
Founder and CEO of @pizza

BULLRING SHINES

Bullring and Grand Central hosted the awe-inspiring nocturnal Festival of Light in March. Centred around some of planet earth's most spectacular natural phenomena, the event transformed Bullring and Grand Central's St Martin's Square and balcony into a dazzling, multi-sensory experience with a series of breath-taking interactive themed light installations, designed to surprise and delight visitors of all ages...

#GlowBrum



#SOCIALITE

The Bullring Estate leads the way on social media, with the largest Twitter following of any retail destination in the UK

#IMPACT

It has the space and vision to nurture brands that continue to surprise and delight shoppers



Bullring turns 15

Last year, Bullring celebrated its 15th birthday and is one of Europe's most successful shopping and dining destinations with a footfall of over 39 million a year.

On opening, Bullring brought 53 new brands to the city, with more than 50 of the original brands continuing to trade there, including Selfridges, Zara and Reiss. Over the last 15 years, the numbers of restaurants, aspirational brands and consumer brands at the centre have doubled.



149k
Instagram tags



225k
Facebook fans



102k
Twitter followers

THE TRUE VALUE OF RETAIL

Coinciding with Bullring's 15th birthday, Hammerson released research findings highlighting the significant positive impact The Bullring Estate has on the city of Birmingham, including attracting more than £362m of indirect investment to the local economy every year.

The research enables Hammerson to understand and measure the actual socio-economic contribution of its assets and developments both now and over their lifetime, as well as setting a baseline to measure future progress. The findings are used to shape asset plans to ensure Hammerson optimises the positive impacts generated from its portfolio and creates best-in-class retail destinations.

£362m

of indirect investment attracted to the area per annum

85%

of jobs accounted by local people

£88m

wage payments per annum

£22m+

generated in business rates per annum

£12m+

income tax payments per annum

50%

of all jobs go to under 25s

4,322

full-time jobs

£4m+

value of training delivered per annum

"These figures, and the sheer popularity of Bullring, confirm what an important role The Bullring Estate plays, not just in Birmingham but in the region as a whole. In the 15 years since Bullring opened its doors, Birmingham has been transformed into one of the UK's foremost retail centres. And that's not just good news for dedicated shoppers – it's absolutely vital to the growing city economy, playing a huge role in the economic wellbeing of our citizens."

Ian Ward
Birmingham City Council Leader

3.9 million footfall
Bullring

1.9 million footfall
Grand Central

1.7 million sq ft

227 shops & restaurants

Retail

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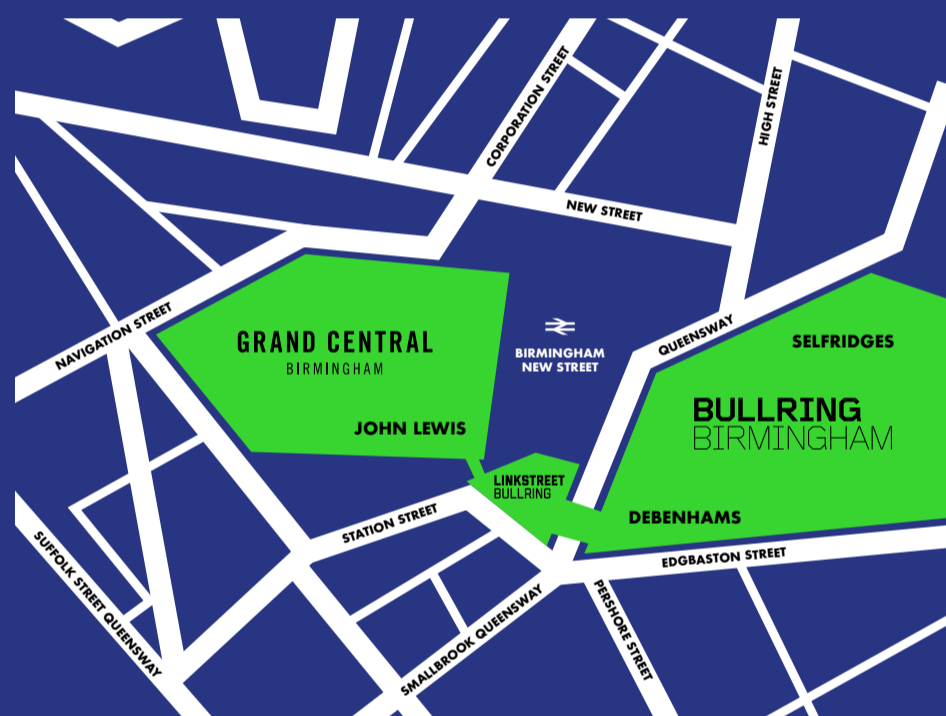
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**Be
part
of it...**

www.bullring.co.uk

  @bullring



£94
total average spend
(Bullring & LinkStreet)

£81
total average spend
(Grand Central)

110 mins
dwell time
(Bullring & LinkStreet)

83 mins
dwell time
(Grand Central)

£5.4bn
available spend
in the catchment

3.6m
residents
one of the largest and most affluent
retail catchments in the UK

46%
above the national average
for retailer performance at the Bullring