



**Landsec**

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## Press release

**Title**                    **Confident JD Sports set to double floor space at Bluewater as athleisure trend continues to grow**

**From**                    Landsec

**Date**                    **18 September 2018**

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Landsec has announced that JD Sports, the UK's leading sports-fashion retailer, will double the size of its store at Bluewater shopping centre later this year, in a move that demonstrates consumer confidence in JD Sports as a brand and in Bluewater as a shopping destination.

JD Sports will increase its floor space from 9,544 sq ft to 18,966 sq ft and will be located in Bluewater's Lower Thames Walk.

JD Sports houses the biggest and best names in sports apparel, including Adidas, Nike, Lacoste and Calvin Klein. The Bluewater store will offer shoppers an even bigger range from the latest trends in footwear, clothing and accessories.

**Robert Hardie, Portfolio Director at Landsec, said:** "We are thrilled that JD Sports has chosen to expand its offering with us. We have witnessed the store go from strength to strength first hand, and are proud to be supporting the brand on its wider growth journey. We look forward to the store opening later this year.

"At Bluewater we're committed to offering our customers a diverse choice of brands and experiences, and the opportunity to have JD Sports expand its already-successful store here will bolster our growing mix of fashion brands."

**Ends**

### **About Landsec**

At Landsec, we believe great places are for people to experience and are made with the experience of great people. We own and manage some of the most successful and recognisable assets in the country. Our £14.1 billion portfolio spans 24 million sq ft of real estate and is a diverse mix of offices, retail and leisure.

In London, our portfolio totals more than £7.8 billion, and consists of 6.4 million sq ft of real estate. From the world-famous Piccadilly Lights to the transformation of Victoria, SW1, we deliver exceptional experiences for the businesses and people that live and work in, and visit, the capital.



In Retail, across our 17.6 million sq ft of assets, we create outstanding experiences for customers and guests alike. Combined with the strength and resilience of our portfolio, this means we regularly outperform industry benchmarks for footfall and sales. We offer more than convenience and choice, recognising that memorable destinations are key to attracting the shoppers and retailers of today, and tomorrow.

We also aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon and climate resilience. Everything we do is grounded in experience and begins with people. We deliver value for our shareholders, great experiences for our customers and positive change for our communities. At Landsec, everything is experience.

Find out more at [landsec.com](https://landsec.com)

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