



Press release

Title **Crep Collection Club & Vanilla make bricks and mortar debuts at Bluewater**
From **Landsec**
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Landsec has announced the launch of two new retail concepts at **Bluewater**, one of Europe's leading retail and leisure destinations. **Crep Collection Club**, the trend-led sneaker specialists, have opened their first standalone store, whilst accessible fashion concept brand **Vanilla** has launched its debut space at the destination, following the success of its established online and concession presence.

Located adjacent to Jo Malone on the Upper Guild Hall, the 1,042 sq ft Crep Collection Club flagship store represents a bricks and mortar debut for the brand, after two years of online-only operation. They will offer Bluewater guests a premium selection of trainers, including otherwise hard to find releases for styles such as the Jordan 1, Air Force 1, and Air Max by Nike.

Following the announcement of its signing in July, Vanilla Bluewater has opened on the Upper Thames Walk adjacent to H&M, combining well priced fashion labels Blue Vanilla and Pink Vanilla for the first time. Spanning 3,616 sq ft, the brand exclusively stocks a new shoe and accessory collection, not available anywhere else.

Rob Hardie, Portfolio Director for co-owner and asset manager of Bluewater, Landsec, commented: "The launches of bricks and mortar debuts for Crep Collection Club and Vanilla adds a point of difference for Bluewater's retail offer. Bluewater continues to attract emerging and independent brands alongside well-established international names. These openings join a number of other brands who recently selected Bluewater and reinforces our position as one of Europe's leading retail and leisure destinations."

Jamal Okubule, Founder of Crep Collection Club, added: "To be able to have launched at Bluewater is incredible. We are able to bring the very best in sneaker lines to a brand-new audience. Bluewater, with its line-up of retail brand names and its strong experiential offering, was a standout choice for us when selecting a destination for our debut. We are proud to have taken this next step into physical retail as part of our brand expansion."

This news follows the signing of footwear and accessories specialist retailer, Carvela, at Bluewater, as well as the opening of England's longest and fastest zipwire, Skywire, which forms the first of nine unique attractions that will comprise Hangloose Adventure, a brand-new large-scale leisure offer at the destination.

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About Landsec

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a £10.8 billion portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

Find out more at landsec.com

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