



P R E S S R E L E A S E

February 5 2018

For immediate release

BLUEWATER HOSTS BENEFIT SPACECRAFT EXPERIENCE FOR OUT OF THIS WORLD PRODUCT LAUNCH

Landsec has announced that Benefit Cosmetics, the San Francisco based make-up brand, launched a silver space pod experience at Bluewater to celebrate the arrival of an out of this world new product, BADgal BANG! 36 hour full blast volumising mascara, on Friday, February 2.

Touching down for one day only, Bluewater's guests were greeted by pink astronauts on the lower Rose Gallery outside M&S, and then ushered into a unique silver space capsule. Guests were strapped in as they became the first to trial Benefit's hotly anticipated BADgal BANG! mascara. Guests were also invited to follow the space-themed action on social media using the hashtag #badgalbang in a Facebook live streaming event hosted by Benefit.

Sharon Smith, Commercial Partnerships Manager at Bluewater, said: "This unique intergalactic-themed mall activation and launch of BADgal BANG! mascara provided an unmissable experience at Bluewater, one that could be enjoyed both at Bluewater and online by our guests.

"Benefit Cosmetics is the latest in a long list of world-renowned beauty brands to form a successful partnership with Bluewater. It is also further recognition of our position as the destination for brands seeking to create engagement using innovative, experience-led concepts."

Liz Beardsell, Senior Events Manager, at Benefit Cosmetics, added: "Bluewater was the perfect host for the launch our BADgal BANG! mascara, and our striking

silver space pod and pink astronauts delighted and enticed guests in equal measure. As a brand, we're known for our outstanding products and focus on experience, an approach we share with Bluewater, which made the launch such a success."

The Benefit Cosmetics launch joins a succession of premium beauty experiences at Bluewater. Chanel selected Bluewater as one of only three locations outside Bond Street for their Gabrielle fragrance launch last year. In the last 12 months, Bluewater has also hosted numerous other high-end beauty and fragrance brands for exclusive events and product launches, including Clinique, Molton Brown, Aramis and Paco Rabanne.

Ends

For further information, please contact Nick Thornton or Amanda McNally at Aver via nickthornton@aver.uk.com or amandamcnally@aver.uk.com.

Notes to Editors

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In London, our portfolio totals more than £7.8 billion, and consists of 6.5 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 17.2 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.

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