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## **MERCEDES ACCELERATES INTO ST DAVID'S**

The St David's Partnership, owners of St David's in Cardiff, one of the UK's premier retail and leisure destinations, has announced that global luxury automobile brand, Mercedes-Benz, has returned to launch a new pop-up store until August 16.

The international brand has taken a 2,419 sq ft unit for the Summer displaying a selection of the brands latest models. The Mercedes-Benz pop-up gives St David's visitors the opportunity to experience and discover the product and new features available. Retail brand consultancy, Green Room worked with Mercedes-Benz to design the pop-up store at St David's.

Speaking on behalf of the St David's Partnership, a joint venture between Landsec and intu, Colin Flinn, regional managing director - west, commented on the opening: "Welcoming Mercedes-Benz back to St David's this summer is a great opportunity to offer an exciting experience-led brand to our visitors.

Their choice to return to Cardiff demonstrates the increased popularity of showrooms within a shopping centre environment and this combined with the footfall and the strong catchment St David's already attracts, enables Mercedes to sit comfortably with other thriving retailers at the destination."

The Mercedes-Benz pop-up follows other popular car manufacturers showcasing at St David's including, celebrated British car brand, MG Motors, and its first retail boutique experience outside London last year.

The St David's Partnership and Mercedes-Benz both dealt direct.

## **Ends**

### **For further information, please contact:**

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### **About St David's Cardiff**

St David's shopping centre provides over 1.4 million sq ft of retail and leisure space and over 180 stores. Since opening its doors in 2009, it has put Cardiff firmly on the map as one of the UK's best shopping cities.

St David's has secured a continuous stream of high calibre retailer and restaurant openings over the past five years, including many brands that have made their debut or introduced new concept stores into Wales such as Superdry opening its first dedicated Superdry Sports entrance in the UK. Recent brands also include Stradivarius, Big Moose Café, CK Underwear, Virgin Holidays and Oliver Bonas.

St David's is anchored by Marks & Spencer, Debenhams and the largest John Lewis outside of London. The centre is also home to a mix of national and international retailers, such as Primark and River Island, in addition to premium brands and independents. These include Hugo Boss, Radley, Vivienne Westwood and Jo Malone. The dining offer at St David's is equally impressive, with brands such as Wahaca and wagamama.

**[www.stdavidscardiff.com](http://www.stdavidscardiff.com)**

### **About intu**

intu is the UK's leading owner, manager and developer of prime regional shopping centres with a growing presence in Spain. We are passionate about creating uniquely compelling experiences, in centre and online, that attract customers, delivering enhanced footfall, dwell time and loyalty.

We own many of the UK's largest and most popular retail destinations with super regional centres such as intu Trafford Centre and intu Lakeside and vibrant city centre locations from Newcastle to Watford.

We are committed to our local communities, our centres support over 120,000 jobs representing about 3% of the total UK retail workforce, and to operating with environmental responsibility.

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## **About Landsec**

At Landsec, we believe great places are for people to experience and are made with the experience of great people. As the UK's largest listed commercial property company, with 24 million sq ft of real estate and a portfolio valued at £14.1 billion, we own and manage some of the most successful and recognisable assets in the country.

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.

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