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# BERSHKA SIGNS FOR EXCLUSIVE WELSH STORE AT 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 today revealed that international fashion label, Bershka, has selected St David's for a new 11,190 sq ft store, a first for the brand in Wales.

Bershka will be located on Upper Grand Arcade, adjacent to the regional flagship H&M and will join the new Stradivarius store that opened in April. Established in 1998, Bershka has grown into a multinational brand with 1000 stores in over 70 markets around the world, and an online store stocking the latest trends in clothing, footwear and accessories for men and women. The store is set to launch soon 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 addition: "The status of St David's as the region's leading fashion destination is further enhanced by the signing of international brand Bershka. Upper Grand Arcade continues to attract leading names in fashion and we look forward to welcoming Bershka into a trend-setting space with which the brand is synonymous."

This follows the recent opening of international watch brand Daniel Wellington who opened their first UK store outside of London at St David's. The new 430 sq ft regional icon store stocks the brand's range of classic and elegant time-pieces. This summer, global luxury automobile brand, Mercedes-Benz, returned to the centre to launch a seasonal pop-up.

JLL and Cushman & Wakefield advised the St David's Partnership. Bershka represented themselves.

# 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 and has an annual footfall of 38 million; one of the largest in the UK.

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

#### 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.

Find out more at landsec.com