



Press release

Title **Bluewater signs debut south-east store for Carvela**
From **Landsec**
Date **21 July 2021**

Landsec has announced the signing of a standalone store for **Carvela**, the women's footwear and accessories specialist retailer, at **Bluewater**, one of Europe's leading retail and leisure destinations.

Taking a 1,196 sq ft unit, adjacent to Apple on Upper Guildhall, Carvela's Bluewater boutique will be the brand's seventh bricks and mortar store in the UK, and its first in the South East. Featuring its unique ranges of shoes, bags, and accessories, Carvela will be launching the store later this summer under their 'fashion for a fearless generation' focus.

Rob Hardie, Portfolio Director at Landsec, co-owner and asset manager of Bluewater, commented: "Following the success of Carvela's capsule collection in Bluewater's Kurt Geiger store, we have worked with the brand to create a bespoke standalone boutique that will help Carvela realise its full potential. Bluewater is a celebration of the best in retail, with Carvela adding to the offer alongside recent debut concepts from ZARA and Vanilla, and the ground-breaking leisure destination, Hangloose Adventure."

With an all-female design team Carvela is pioneering new construction techniques for footwear that combine comfort and style, while enabling an extension of shoe sizes and widths that does not compromise quality. The brand has also recently launched its own bespoke online platform, and has partnered with The Prince's Trust Women Supporting Women, a group committed to helping young women build their own futures through employment, self-employment, education, or training.

Sarah Pugh, Head of Carvela Buying & Merchandise, added: "Signing for a dedicated store at Bluewater is another great step forward for Carvela. Bluewater is a destination with huge draw for our customers, and one where we have performed brilliantly in the past. Comfort, innovation, and inclusivity are the principles that run through our business and every aspect of product design, and with this launch of a flagship bricks and mortar store and new online platform, we hope to embolden and empower our customers through their fashion choices."

This news follows the signing of Vanilla at Bluewater, bringing trend-led labels Blue Vanilla and Pink Vanilla together, and representing a debut standalone store for the fashion concept.

Ends



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

Please contact:

Daniel Bleach
+44 (0)7495 461545
landsec@averpr.com

About Carvela

Carvela is a footwear and accessories retailer for a fearless generation. Since 1978, its design team has pushed boundaries to create shoes and accessories that empower and embolden. With a vision firmly rooted in innovation, Carvela aims to modernise and transform how footwear is designed for its diverse and representative community. It offers extended sizes and widths wherever possible and invests in pioneering construction techniques to deliver products that offer strength and support.