



## Press release

**Title**                    **'Toy-riffic': Westgate secures MINISO and Hamleys**  
**From**                    **Landsec**  
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**Landsec** has announced the entrance of two new retailers at **Westgate**, the 800,000 sq ft retail and leisure destination in Oxford City Centre. Japanese-inspired brand, **MINISO**, and world-renowned British toy emporium, **Hamleys**, have both launched at the destination.

Spanning 2,600 sq ft, MINISO Westgate is located adjacent to LUSH and Skechers. The brand's fifth UK store, and first in the region, is evidence of Landsec's strategy to bring fast growing and innovative brands to the destination, creating a unique experience for Westgate's guests. Offering a full range of lifestyle and toy products at affordable prices, MINISO is renowned for its collaboration with global brands, such as Marvel, Cartoon Network, and Disney.

Joining MINISO at Westgate is Hamleys, opening a 2,745 sq ft space on Upper Ground between Moss Bros and Schuh. The new space will be home to an immersive toy wonderland and will house a selection of games, puzzles, and arts and crafts, from brands such as Lego, Barbie and Playmobil – including the iconic Hamleys Teddy Bears.

Russell Loveland, Senior Portfolio Director for Landsec, commented: "We're always looking for ways to offer our guests the chance to experience different brands that can't be found elsewhere and these new additions will do just that. Both Hamleys and MINISO will create a sense of fun and wonder at Westgate, bringing with them something unique to the area and in turn helping us to connect with a wider range of guests from across Oxfordshire."

Saad Usman, Finance & Operations Director at Miniso UK, added: "We're delighted to announce the launch of our fifth UK store, in Westgate Oxford. We believe that the opening of this store in the heart of Oxfordshire is the perfect next step on our journey to have a nation-wide presence. We're committed to contributing to getting the nation restarted after what has been a challenging time for everyone, not only with the investment into our brand-new store, but also the creation of 10-15 new jobs in the local market. With innovative and exciting products that are high-quality and great value-for-money, we are pleased to now be welcoming customers of all ages through our doors."



Sumeet Yadav, Chief Executive Officer at Reliance Brands Limited added: “We are delighted to open a Hamleys store at Westgate. Every year more than 10 million families visit us across the world for a unique Hamleys experience, where we bring to life many Worlds of Play. Every visit to Hamleys is a reward in itself; the toy purchase is a bonus for the child. I am sure children will build lasting memories of fun and joy while adults will relive memories of their childhood at Hamleys in Oxford.”

Westgate Oxford is home to a diverse selection of prestigious global retailers, eclectic restaurants and cafes, leisure, and sophisticated rooftop bars, including leading names such as John Lewis, H&M, &Other Stories, Curzon, Gant, Mowgli, and Peloton.

CBRE and Cushman & Wakefield advise on the retail and leisure for Landsec at Westgate. C&W advised MINISO and CBRE advised Hamleys.

**Ends**

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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](https://landsec.com)

#### **Please contact:**

Daniel Bleach

+44 (0)7495 461545

[landsec@averpr.com](mailto:landsec@averpr.com)