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BATTERSEA POWER STATION ANNOUNCES FURTHER BRANDS OPENING FROM AUTUMN 2022

- **New brands joining the line-up opening at Battersea Power Station from Autumn 2022 include Ace + Tate, lululemon, Theory, Castore, Mulberry, Hackett and Sweaty Betty**
- **A new neighbourhood bookshop, Battersea Bookshop, from renowned London bookseller Stanfords, will also set up shop inside the Grade II* listed building**
- **London fitness brand, Third Space, will open a 28,000 sq ft club on Electric Boulevard, a new pedestrianised high street for London, in 2023**
- **90% of commercial space in Battersea Power Station is now let with 85% of the retail and leisure space exchanged or under offer**
- **Further hospitality and dining concepts will be announced shortly alongside a mix of independent and upcoming brands from around the globe**

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Caption: Battersea Power Station, a vibrant new retail and leisure destination for London, will open its doors to the public from this autumn Credit: John Sturrock

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Battersea Power Station has today announced a further wave of retail and leisure brands opening in the iconic Grade II* listed building and on Electric Boulevard, central London's newest pedestrianised high street, from Autumn 2022.

Amongst the line-up of new brands announced today is **Battersea Bookshop**, a new standalone neighbourhood bookshop from specialist bookseller Stanfords. The unique concept will have a curated collection of art, architecture and design books, in a modern, minimalist-designed store to honour the history and architecture of its home within the Power Station.

London fitness brand, **Third Space**, will also be opening a 28,000 sq. ft club in 2023 offering space for training, recovery, relaxation and nutrition on the newly created pedestrianised high street, Electric Boulevard, which will run from the south of the Power Station, between Frank Gehry's Prospect Place and Foster + Partners' Battersea Roof Gardens to the Northern Line underground station.

The list of brands announced today are:

Accessories and eyewear

- Amsterdam based eyewear brand, **Ace + Tate**
- Luxury Swiss watchmakers, **IWC**
- One of the UK's largest Swiss watch luxury retailers, **Watches of Switzerland**, will be bringing several brands including: **Rolex, Omega, Breitling, Tag Heuer** and **Tudor**
- Opticians and eyewear specialists, **David Clulow** (opening on Electric Boulevard)
- British luxury jeweller, **ROX** (first store to open in London)

Activewear

- British sportswear brand, **Castore**
- British women's activewear brand, **Sweaty Betty**
- Men's and women's technical apparel brand, **lululemon**

Culture, confectionery and grocery

- New neighbourhood bookshop from Stanfords, **Battersea Bookshop**
- Leading contemporary art gallery, **Clarendon Fine Art**
- Italian gourmet chocolatier, **Venchi**
- British grocery store, **M&S Food Hall** (opening on Electric Boulevard)
- Korean food and culture hub, **Oseyo** (opening on Electric Boulevard)

Fashion

- The home of British menswear, **Hackett**
- New York based contemporary fashion label, **Theory**
- British luxury lifestyle brand, **Mulberry**
- Internationally renowned American clothing company, **Levi's®**
- Italian womenswear brand, **Pinko**
- British material technology company engineering Clothes That Grow, **Petit Pli**
- Global lifestyle brand, **Abercrombie & Fitch®**

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- British fashion brand, **Superdry**

Fitness & wellbeing

- Luxury London fitness and health club, **Third Space** (opening on Electric Boulevard)
- Luxury home and body brand, **Rituals**

These will join a strong line-up of retailers already set to open their doors at Battersea Power Station from this Autumn creating over 2,500 new jobs, including **Uniqlo, Ralph Lauren, Calvin Klein, Tommy Hilfiger, The Kooples, Ray-Ban, L'Occitane, Gant, The Body Shop, Lacoste, Aēsop, Mango, Reiss, Le Labo, Hugo Boss, MAC Cosmetics, Space NK, Jo Malone London, Kiehl's Since 1851**. Fitness and leisure brands include boxing gym **BXR** and **The Cinema at The Power Station** a new cinema and private members club, with sister sites including The Cinema at Selfridges and The Cinema in The Arches located in Circus West Village, the first chapter of the Battersea Power Station development.

JKS Restaurants will be opening a 24,000 sq. ft **Arcade Food Hall** in the Boiler House at the heart of the Power Station in 2023. The food hall will feature a number of new JKS brands, as well as three standalone restaurants including award-winning Taiwanese restaurant **BAO**, and a yet to be announced Thai restaurant.

It was announced earlier this year that international high-street favourite, **ZARA**, will open its first Central London store south of the river on Electric Boulevard. Shoppers will be able to enjoy all of ZARA's product ranges under one roof across a two-level store in Prospect Place.

Following these latest signings, 85% of the retail and leisure space inside Battersea Power Station is now exchanged or under offer, with the first stores set to start trading as the Power Station opens its doors to the public for the first time this Autumn.

Sam Cotton, Head of Leasing at Battersea Power Station Development Company, said:

"The consumer experience has never been more important when it comes to creating a new retail destination and we're extremely excited to be working with some of the leading retail, hospitality and dining concepts from around the globe, as well as independent, up and coming brands to bring something new and dynamic to London. Our aim has always been to create a visitor destination with something for everyone and the brand mix announced so far demonstrates that we have successfully achieved this."

Simon Murphy, Chief Executive Officer at Battersea Power Station Development Company (BPSDC), said:

"The countdown to the Power Station opening its doors to the public for the first time in history is well and truly on. From this Autumn, local residents, Londoners and visitors from further afield will be able to see for themselves how the Grade II listed landmark has been transformed into a retail and leisure destination like no other."*

"From the very beginning, our shareholders have been committed to giving back to the local community. The opening of the Power Station will not only give members of the public the opportunity to visit and enjoy one of Britain's treasured landmarks, it will also create over 2,500 new jobs and help boost both the local and wider London economy."

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Quotes from some of the brands opening at Battersea Power Station from this autumn can also be found below.

The retail experience within the Power Station will be housed in the two newly restored, historic Turbine Halls, which although identical when viewed from the building's exterior, are completely unique in their interior design. Turbine Hall A reflects the lavish Art Deco glamour of the 1930s when the Power Station was built, whereas Turbine Hall B which was completed in the 1950s, has more of a brutalist, industrial look and feel.

The retail experience will continue on Electric Boulevard which will be home to a mix of office space, shops, bars and restaurants, a park, community centre and an exciting new 164 room hotel from art'otel®, the brand's first hotel to open in London.

Circus West Village, the first chapter in the regeneration of Battersea Power Station, is already home to over 1,800 residents and more than 20 bars, restaurants, cafés, fitness and leisure offerings. The thriving riverside neighbourhood usually welcomes over three million people each year thanks to its annual events programme with highlights including the Light Festival at Battersea Power Station and Summer Showtime on The Coaling Jetty, London's first open-air cinema and theatre experience.

With the Northern Line extended to give this new riverside neighbourhood its very own Zone 1 London Underground station, Battersea Power Station is now within 15 minutes of the West End and the City and is expected to draw visitors from across the capital and the globe, becoming one of London's most visited destinations, boosting the local economy and creating over 17,000 jobs once the whole project is fully complete. Battersea Power Station is also easily accessible via the Uber Boat by Thames Clippers river bus service, bike, train and on foot.

Our shareholders, Sime Darby Property, S P Setia, PNB and the Employees' Provident Fund, are proud to be custodians of the Power Station and the surrounding estate and are committed to delivering this new town centre in the heart of London.

For more information on the jobs available at Battersea Power Station, please visit www.baseskillsacademy.co.uk/your-recruitment-journey/

Follow @BatterseaPwrStn to keep up with the latest news and events at Battersea Power Station and visit www.batterseapowerstation.co.uk to find out more.

-ENDS-

Retailer quotes

Colin Waggett, Chief Executive, Third Space comments:

"We are really excited to be able to bring Third Space to the Battersea community by launching our ninth luxury club. We know that Third Space appeals and fits in with the residents and working population's lifestyles, and the immense scale and quality of the whole Battersea

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Power Station development will entice everyone across South London to come and visit too. We're confident that this new club is a great addition to our growing network, and we're looking forward to bringing our expert health, fitness and wellbeing offerings to Battersea residents."

Vivien Godfrey, the Chair and CEO of Stanfords, said:

"Stanfords has been in London since 1853 and we are excited to bring our years of experience of bringing people together through reading and book events to Battersea. Battersea Bookshop is an exciting new concept that we hope the local community and visitors to the Power Station will enjoy visiting. It will be unique in terms of the curated offering and its design which will celebrate the Power Station's heritage, and the focus on children's books is very reflective of our passion to keep children excited about reading."

Julia Straus, CEO at Sweaty Betty, said:

"We at Sweaty Betty are thrilled to rollout our new retail experience at Battersea Power Station. Their emphasis on design, innovation, best-in-class service, and hospitality aligns perfectly with our laser focus on community and brand building. What better way to drive discovery and serve and delight both new and existing customers than for two British heritage brands to come together."

Alessandro Dudech, COO of UNIQLO UK, said:

"It's a privilege to be opening at this iconic London destination, with such a rich heritage and the exciting new retail development, Battersea Power Station is a very attractive location, as we continue to expand our presence in the UK, an important market for the company worldwide. We look forward to launching our new store and offering new and existing customers our LifeWear range."

Ryan Mario Yasin, CEO and Founder Petit Pli, said:

"Petit Pli doesn't do ordinary. The Power Station is like no other site in London. It's an architectural icon sitting in a vibrant community; on a site designed to empower connectivity. We're over the moon to launch our flagship store at Battersea Power Station. Our Turbine Hall location reflects Petit Pli's values of innovation, sustainability and delight. We're excited to contribute to a new epoch of retail experience. The bonus for us is setting up shop around the corner from where Petit Pli took its first steps, at the RCA and Imperial College London!"

Dinesh Tandon, Global CEO at Theory, said:

"We are thrilled to open our latest Theory store in the iconic, newly restored Battersea Power Station and are proud to be a part of its rebirth as an exciting and unique shopping destination in London. This opening follows our successful Regent Street Flagship store opening earlier this year and is a continuation of Theory's expansion plans for Europe."

Grant Wilson, Brand Director at IWC Schaffhausen UK, said:

"Battersea Power Station and IWC Schaffhausen have an incredible history which now links us together. The famous plumes of this Power Station were used as a beacon for Spitfire pilots to find their way home in the 1940s. Later on IWC supplied the robust Mark XI to the RAF in 1948 which allowed pilots to use the wristwatch as a navigational tool. With this in mind, it is with excitement that IWC Schaffhausen will be opening its new boutique within such an iconic

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building in central London. We have created an incredible and new retail concept for visitors to feel and immerse themselves into our world of luxury Swiss watchmaking as soon as they walk in, which will be a first of its kind for us in the UK."

Sean Peron, Director of Marketing, Ace & Tate, said:

"Ace & Tate is excited to be a part of the Battersea Power Station. The Ace & Tate store design, created in partnership with Belgium designers Nortstudio, has taken inspiration from the Power Station's iconic visage, translating it into a bold and modern visual experience. We're looking forward to welcoming shoppers to experience eyewear in a whole new way!"

Craig Bolton, President of the Watches of Switzerland Group UK and Europe, said:

"We are delighted to be opening multiple showrooms within the iconic former Battersea Power station. The Grade II listed building has undertaken extensive renovations to become a leading retail destination and to be a part of the journey from the very beginning is such a privilege. As a Group, we strive to be the best retailer in the markets we serve and this historic London landmark enables the expertise of our teams to deliver the finest product in a location we believe will create memories to last a lifetime."*

Pietro Negra, CEO & Founder of PINKO, said:

"We are proud to open this new store in Battersea, our sixth in London, with the goal for us to create an exciting and outstanding environment to surprise and please our customers, and we believe Battersea Power Station will be the perfect location to do so."

Dan Slater, Global Retail Director of Hackett London, said:

"Hackett is extremely excited to open in this truly iconic location. We look forward to bringing the best of British style and are proud to be part of what will become a unique retail and hospitality offer."

Katrin Reese, Senior Retail Director North Europe at Levi's®, said:

"We are thrilled to be opening our Levi's® store in Battersea Power Station, it is a much-coveted retail destination with such an emblematic presence, iconic architecture and a growing creative scene in the neighbourhood. Levi's® jeans are a token of self-expression and we can't wait to open our doors with the latest and greatest from the Levi's® Red Tab collections as well as the Levi's® Tailor Shop for all customization and alteration needs. We're excited to strengthen our bond with our fans in London with this innovative store."

Ludovico Mazza, Head of Venchi UK, said:

"We are extremely excited to open a new colourful and vibrant Chocogelateria - as we call our iconic boutiques - in this fascinating location in London. The upcoming Battersea Power Station is perfectly in target with our style, bringing together families, friends and food in a friendly and lively environment. Our aim is to bring here the holistic Italian experience that distinguishes our brand, offering premium quality Italian Chocolate & Gelato to enjoy both in the shop and at home. We can't wait for you to try and choose from a range of delicious treats, to find the perfect gift and live a unique tasting experience!"

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About Battersea Power Station:

- Battersea Power Station is one of central London's largest, most visionary and eagerly anticipated new riverside neighbourhoods, with the Power Station opening to the public later this year.
- The £9bn regeneration project will see the creation of a vibrant, mixed-use destination offering a community of homes, shops, restaurants, offices, culture and leisure venues, as well as 19 acres of public space, all serviced by an extension to the London Underground Northern Line.
- The Battersea Power Station project covers 42 acres and includes 3.5m sq ft of mixed commercial space, together with 4,239 new homes.
- The successful regeneration of Battersea Power Station will create 20,000 new jobs, generate long term career opportunities for local residents and inject £20bn into the UK economy. A new NHS medical facility is also being built.
- Circus West Village, the first chapter of the regeneration of Battersea Power Station, is already a thriving riverside neighbourhood and home to over 1,800 people. Offering an eclectic mix of independent and design-led bars, restaurants, shops, fitness and wellbeing facilities, a cinema, a theatre and an ongoing events programme, this new neighbourhood welcomes over three million people on average per year.
- The Grade II* listed Power Station, the second phase of the development, will house over 100 shops, restaurants and cafés, events and leisure offerings, a unique chimney lift experience offering 360-degree panoramic views of London's skyline, new office space and 254 new residential apartments. The building will open from Autumn 2022.
- With the recently opened Zone 1 Battersea Power Station Underground station on the Northern Line Extension, the development is only a 15 minute journey from the West End and the City. It also has its very own Uber Boat by Thames Clippers pier and is 15 minute journey from Embankment, 20 minutes from Blackfriars, 30 minutes from Putney and 40 minutes from Canary Wharf. Battersea Power Station is easily accessible by bus, bike, car and train too.
- The Battersea Academy for Skills and Employment (BASE), the development company's bespoke jobs and training service created for those living locally, was launched in 2016. It is focused on matching people with jobs at Battersea, as well as, providing training relevant to the job pipeline at the development.
- The wider Battersea Power Station development is owned by a consortium of Malaysian investors comprised Sime Darby Property (40%), S P Setia (40%) and The Employees' Provident Fund (20%), with the commercial assets within the Power Station building now being directly owned by Permodalan Nasional Berhad (PNB) and EPF.
- Management of the development is being undertaken by the British-based Battersea Power Station Development Company.