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Peloton and lululemon open at SouthGate, Bath

British Land and Aviva Investors have secured new customers Peloton, the global interactive fitness platform, and leading fitness wear brand lululemon at SouthGate, Bath's premium open air shopping destination.

Peloton has opened a 6,100 sq ft showroom set over two floors, inhabiting a former Laura Ashley store, whilst lululemon has opened a 2,800 sq ft store in the same area, replacing a GAME store.

Peloton's latest showroom opening in Bath will provide consumers with the chance to experience Peloton's suite of connected fitness products including the Peloton Bike, Peloton Bike+ and Peloton Tread. Set within a premium environment, the space will incorporate five private trial rooms, as well as a main area all set up for personalised demonstrations. To complement the experience, customers will be able to shop the latest Peloton apparel.

lululemon's new store in Bath will showcase the brand's latest collections and will also host complimentary yoga and fitness classes each week, many led by lululemon ambassadors.

Ben Grose, Head of Retail Leasing at British Land, said: "We're thrilled to welcome Peloton and lululemon to SouthGate. Both brands have proven popular given the exceptional consumer demand for home fitness solutions over the past year – a trend which looks set to continue.

"Complimenting SouthGate's existing premier retail offering, these new stores will be a real draw for customers looking for the very latest in fitness. The host of high-profile lifestyle and retail brands signing for space is a strong indicator of the enduring appeal of SouthGate as an experience-led shopping destination."

Chris Wilkinson, Asset Manager at Aviva Investors, said: "We're extremely excited to have these new retailers at SouthGate. As retail opens up again, we expect these additions will further cement SouthGate as one of the region's leading shopping destinations."

SouthGate is the leading open air shopping destination in Bath with an annual footfall of around 26 million people. The 430,000 sq ft scheme is home to over 58 high street shops, as well as popular restaurants, bars and cafes, a boutique cinema, and underground parking, and is well positioned in a prime market with significant tourist spend.

Bath has a catchment of over 100,000 people including over 20,000 students, as well as a thriving tourism trade thanks to the city's rich history, with over 4.4 million annual visitors and UNESCO world heritage status.

Aviva Investors and British Land were advised by Cushman and Wakefield. Peloton was advised by HDH and lululemon was advised by CBRE.

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Notes to Editors

About British Land

Our portfolio of high quality UK commercial property is focused on London Offices and Retail around the UK. We own or manage a portfolio valued at £13.7bn (British Land share: £10.3bn) as at 30 September 2020 making us one of Europe's largest listed real estate investment companies.

Our strategy is to provide places which meet the needs of our customers and respond to changing lifestyles - Places People Prefer. We do this by creating great environments both inside and outside our buildings and use our scale and placemaking skills to enhance and enliven them. This expands their appeal to a broader range of occupiers, creating enduring demand and driving sustainable, long term performance.

Our Offices portfolio comprises three office-led campuses in central London as well as high quality standalone buildings and accounts for 65% of our portfolio. Our Retail portfolio is focused on retail parks and shopping centres, and accounts for 31% of our portfolio. Increasingly our focus is on providing a mix of uses and this is most evident at Canada Water, our 53 acre redevelopment opportunity where we have plans to create a new neighbourhood for London.

Sustainability is embedded throughout our business. Our places, which are designed to meet high sustainability standards, become part of local communities, provide opportunities for skills development and employment and promote wellbeing.

Further details can be found on the British Land website at www.britishland.com

About SouthGate, Bath

SouthGate is Bath's number one retail and leisure destination in the heart of the city, jointly owned by British Land and Aviva. Situated opposite Bath Spa train station, the centre has just celebrated it's 10 year anniversary and now boasts over 50 high street shops, bars, cafes and convenient underground parking, plus Tivoli, a new concept boutique cinema

Stores include Boots, Apple, Typo, Urban Outfitters, Fat Face, All Saints, MAC, Accessorize, Swarovski, North Face, Tommy Hilfiger and many more. Restaurants include Franco Manca, The Cosy Club, Nando's, Comptoir Libanais, GBK, Thaikhun, Tapas Revolution, Giraffe and Graze.