

A unique place to be

Welcome

Princes Square, an elegant shopping destination for those with eclectic taste.

Located at the heart of Buchanan Street, our iconic 19th century building was voted Scotland's favourite historic building in 2017 and offers unrivalled premium surroundings in Glasgow for a unique shopping experience. The mix of quality food and beverage options with a high-quality tenant mix makes it the indoor location of choice for Glasgow's aspirational shopper.

The opportunity

Glasgow boasts the UK's second largest retail catchment after London's West End.

The city ranks higher than Manchester, Leeds, Edinburgh and Birmingham for both immediate shopper population (865,000) and the wider catchment (1.8 million).



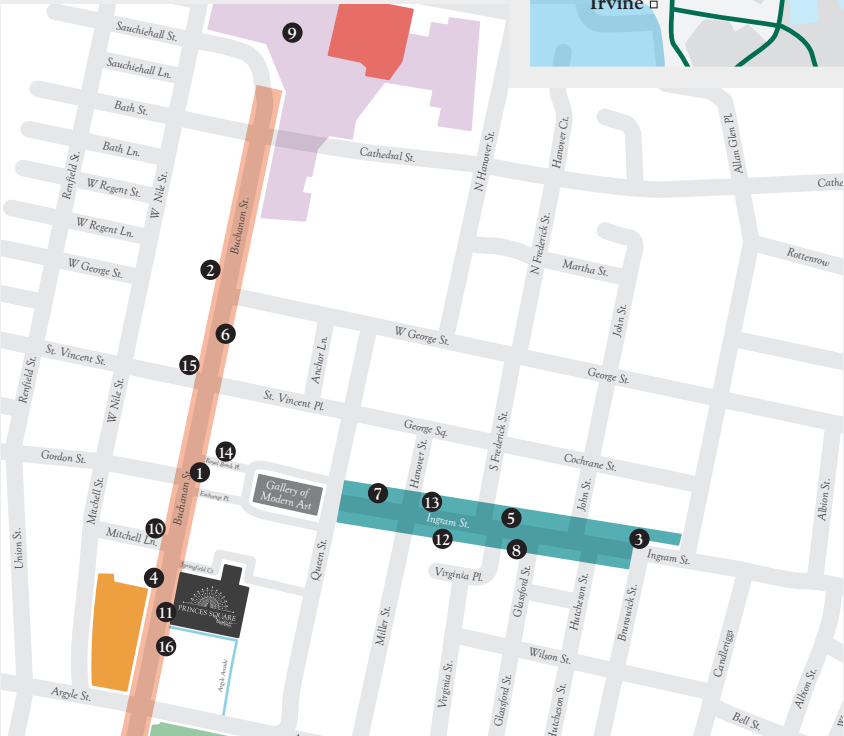
Catchment & Retail Landscape

Catchment segments

- Primary
- Secondary
- Tertiary

Shopping locations

- Major City
- District Centres
- OOT Regional Malls



- | | |
|--------------------|--------------------|
| Princes Square | House of Fraser |
| Argyle Arcade | Ingram Street |
| St. Enoch | Buchanan Street |
| Buchanan Galleries | Buchanan Galleries |

- | | |
|------------------|---------------------|
| 1 All Saints | 8 Jigsaw |
| 2 Apple | 9 John Lewis |
| 3 Bose | 10 Massimo Dutti |
| 4 Boss | 11 Michael Kors |
| 5 Cruise | 12 Mulberry |
| 6 Diesel | 13 Ralph Lauren |
| 7 Emporio Armani | 14 Nespresso (2018) |

The Style Mile

An overview of Glasgow's extensive retail offering

Buchanan Street

The best pedestrianised retail street outside of London, Buchanan Street is home to an array of mainstream and aspirational brands and flagship stores. High demand on the street has driven rents to a record rental level.

St. Enoch

Refurbished in 2009, this centre is strongly focused on mass-market, value retailing with a core family offering. The food court features brands such as McDonald's, KFC and Ed's Diner.

Ingram Street

A collection of high-end brands set in attractive Georgian buildings, situated apart from the main retail area of Buchanan Street. Retailers include Mulberry, Ralph Lauren and multi-brand Cruise. The fragmented nature of this retail offering has seen an absence of footfall leading to retailer decline and relocation in recent years.

Argyle Arcade

A Victorian shopping arcade dedicated to jewellery and watch retailers.

Argyle St / Sauchiehall St

Historically these are prime retail areas featuring legacy stores such as Dunnes, TJ Hughes, and M&S, but their roles have become limited to convenience and value brands in the blocks closest to Buchanan Street.

Buchanan Galleries

Anchored by John Lewis, Buchanan Galleries houses a number of mainstream fashion offers such as Next, Mango, River Island & Hollister. Recent plans for an extension have been postponed, however works to modernise the centre are expected to commence shortly.



Princes Square

A premier retail location directly accessed from prime Buchanan Street.

Princes Square houses four floors of retail and restaurants, all set within the stunning surrounds of an ornate 19th century merchants hall. The centre is home to brands including Kate Spade, COS, Belstaff, Reiss, Radley, Space NK, Ted Baker, Vivienne Westwood, French Connection and Whistles alongside a complementary range of quality restaurants such as Zizzi, Cranachans, Il Pavone, Epoch and Restaurant Bar & Grill.

The strong retail mix and excellent location have contributed to continued success in the last couple of years with the opening of Karen Millen, Hotel Chocolat, Kate Spade and 3-screen boutique Everyman Cinema, with its first Scottish opening.

40 tenants

2 floors of retail

3 floors of restaurants

Voted Scotland’s favourite building

Our shoppers

Princes Square focuses on the four highest spending ACORN groups – Educated Urbanites, Prosperous Professionals, Wealthy Executives and Aspiring Singles.*

These groups spend more than £1,000 per capita on clothing and footwear, which represents strong local demand for the premium fashion brands at Princes Square.

The Wealthy Executives group is also well-represented within the catchment, adding a further spend of £950 per annum. It is important not to overlook the less affluent catchment, as this spend is often even more due to the status associated with fashion and brand affiliation.

A city of big spenders

The city of Glasgow boasts a clothing and footwear spend of £536 million, which is the highest among the benchmark locations.

25% of this total spend comes from the city’s affluent ACORN group, which equates to an actual annual spend of £135 million, the second highest among benchmark locations.

*ACORN is a consumer classification that segments the UK population.

City	All shoppers (£m)	Affluent ACORN (£m)	Market share (%)
Glasgow	536	135	25
Bristol	351	83	24
Nottingham	393	75	19
Cardiff	385	73	19
Leeds	446	81	18
Manchester	468	76	16
Newcastle Upon	378	53	14
Birmingham	463	64	14
Liverpool	338	32	9



mix

Aspirational spending in Scotland is exceptionally high, creating a clear opportunity for Princes Square to capitalise on its quality, award-winning environment and provide immersive, entertaining experiences for premium brands.

Tenant

The centre's focus is consistently upmarket; aspirational but not luxury. The addition of Karen Millen enhances an already strong fashion mix, while the opening of Everyman's all-day boutique cinema has introduced an additional and complementary leisure offer, supporting the existing food and beverage line-up that is crucial to the success of Princes Square.

KAREN MILLEN

Opened November 2017

EVERYMAN

Opened November 2018

Redefining cinema with the Everyman

Everyman offers a boutique cinema experience, where film lovers can enjoy the big screen from the comfort of plush velvet settees, with a delicious hand-rolled pizza and a glass of red from the restaurant.

We're proud to say Princes Square is home to the only Scottish location of the innovative cinema group.


kate spade
NEW YORK

Concept store arrives in Princes Square in March 2019

Princes Square are delighted to welcome an exciting addition to our retail mix - a new concept store by New York-based fashion brand, Kate Spade.

Taking over the 1,800 square-foot unit in Princes Square, Kate Spade's new store is the first permanent Scottish outlet for the brand.

This is a very welcome addition to our premium retail portfolio, complementing neighbouring brands such as COS, Reiss, Belstaff, Radley, Ted Baker, Vivienne Westwood, French Connection and Whistles.

Kate Spade has 140 stores in the US and a further 175 worldwide, and the Princes Square unit is only the second store in the world to showcase the brand's new design concept.



Marketing Support

Princes Square presents a consistent brand image and employs all the advantages of a centralised marketing approach incorporating integrated marketing campaigns including prominent media sites, events, PR, social media and digital communications.



With the addition of Smart Rewards, Princes Square will also provide a loyalty platform for all brands to engage with our target audience through bespoke offers.



Trading Levels*

2. Terrace / Roof Terrace

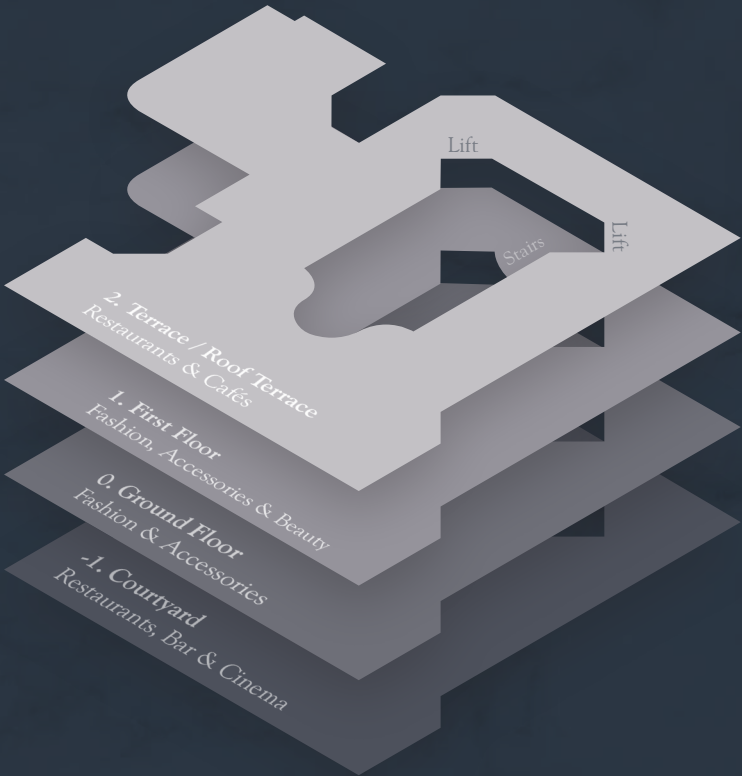
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|-------------------------|------------------------------|
| • NY American | • Barça Tapas |
| • Cranachan Restaurant | • Zizzi Italian Restaurant |
| • Jo Jo Kitchen | • October Cafe |
| • Cafe Combou | • The Restaurant Bar & Grill |
| • Tinderbox Coffee Shop | |

1. First Floor

- | | |
|-----------------------|---------------------|
| • Sassoon Salon | • Pen Shop |
| • Kurt Geiger | • Joules |
| • Kate Spade | • Vivienne Westwood |
| • Diamond Heaven | • French Collection |
| • Dower & Hall | • Bo Concept |
| • COS | • Sheila Fleet |
| • Space NK Apothecary | |

0. Ground Floor

- | | |
|----------------|--------------------|
| • Belstaff | • Argento |
| • Links | • Reiss |
| • Karen Millen | • Michael Kors |
| • Ted Baker | • Levi's |
| • Whistles | • Hotel Chocolat |
| • Kate Spade | • L'Occitane |
| • Radley | • Office Shoes |
| • Jo Malone | • Charles Tyrwhitt |



-1. Courtyard

- Darcy's Bar & Restaurant
- Everyman
- Eden Mill Blendworks
- Jax
- Pizza Express
- Il Pavone Restaurant

* For a more detailed site plan please view our Site Plan Appendix.

Andrew Foulds

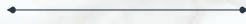


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