

# Leasing Brochure

April 2024

[PRINCESSQUARE.CO.UK](http://PRINCESSQUARE.CO.UK)



# Welcome to 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

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



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



# The Style Mile

## An overview of Glasgow's extensive City Centre offering

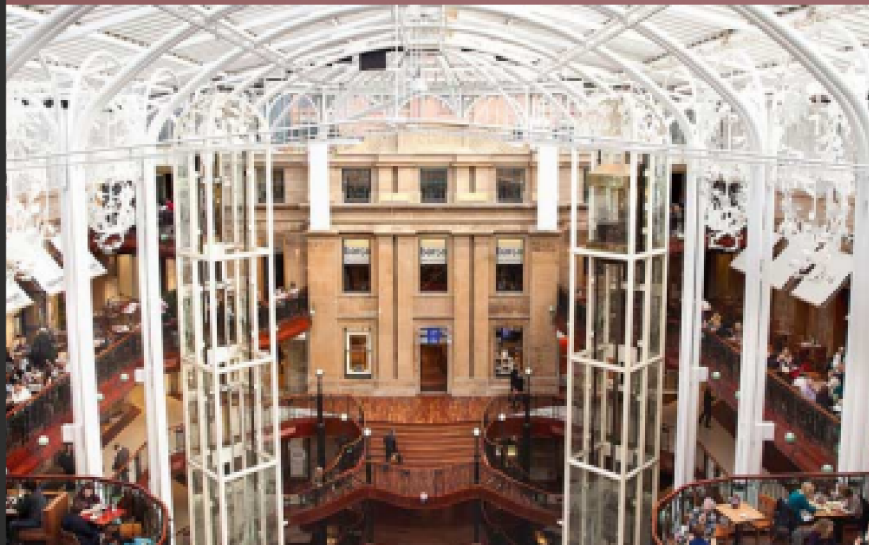
Glasgow is a shoppers paradise, with the city catering for all tastes and budgets. From the biggest high street brands to vintage wares, from one-off speciality stores to exclusive designer gear - you will find it all in Glasgow. The majority of the city's stores can be found in Glasgow's Style Mile, where an extraordinary concentration of shops make their home. Glasgow's Style Mile extends through three of the main shopping streets in Glasgow, starting in Sauchiehall Street, through Buchanan Street and onto Argyle Street.

During the Summer months, Glasgow also boasts a vibrant cafe and alfresco dining culture, with many restaurants and bars setting up outdoor dining areas on and around Buchanan Street. Princes Square is ideally positioned in the heart of the Style Mile, near the bottom of Buchanan Street, and across from the world famous House of Fraser, ensuring excellent passing trade and ongoing footfall.



# Princes Square

A premier retail location  
directly accessed from prime  
Buchanan Street



Princes Square houses five floors of retail and restaurants, all set within the stunning surrounds of an ornate 19th century merchant hall. The centre is home to brands including Sweaty Betty, Kate Spade, COS, Reiss, Space NK, All Saints and French Connection alongside a complimentary range of quality restaurants such as Maison by Glaschu, Zizzi, Cranachan and Il Pavone. Everyman chose Princes Square for their first Scottish opening; a 3-screen boutique cinema.

The strong retail mix and excellent location have contributed to continued success, with recent openings including Dermalogica, and Carvela.



40  
UNITS

02

FLOORS OF RETAIL

03

FLOORS OF  
RESTAURANTS



Combined social  
follower base of  
**32.5k**

**5**  
floors of retail  
and hospitality

Average retail  
density per sq. ft.  
**£928**

**22.5k**  
website visits  
per month



# 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.

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



The city of Glasgow boasts a clothing and footwear spend of £536 million - 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.



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



# 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.

We pride ourselves in being a top rated destination in Glasgow - the only shopping destination mentioned on Trip Advisor and in the top 50 for Things to Do in Glasgow.

**FlyBacon**  
Dec 2019

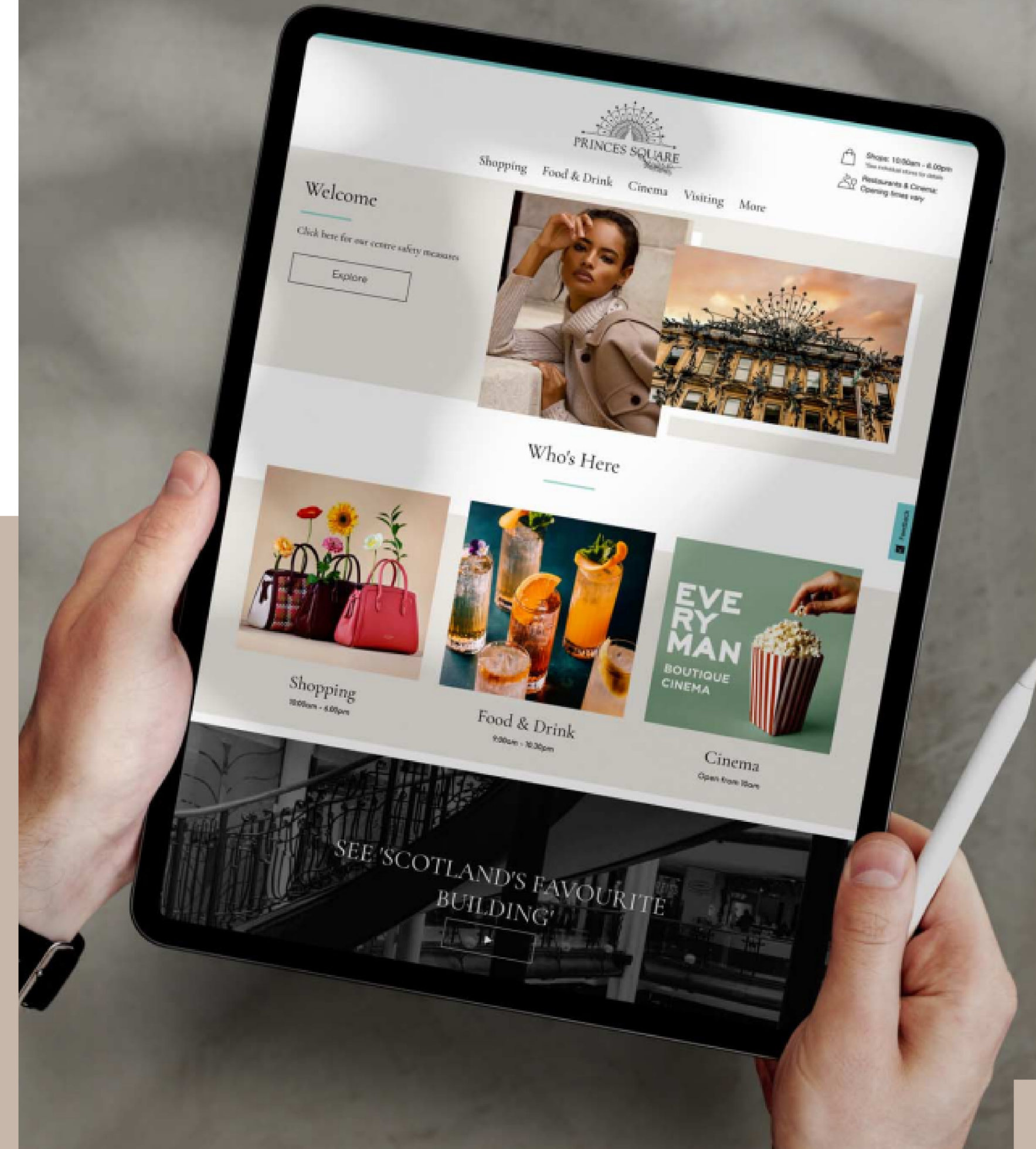
Upmarket shopping and dining

"A fine mix of more expensive fashion boutiques and a wide variety of eating places makes this an excellent destination and with all of Buchanan Street and the rest of Glasgow City Centre around you."

**JP**  
Sep 2021

Amazing shops

"Love the shops in Princes Square. Staff are always very helpfull. Lots of nice places to eat or have a drink. Place is spotless and always amazingly decorated at Christmas."



# Home to exclusive pop-ups

## VIEVE

We were delighted to welcome Jamie Genevieve to Princes Square to host her first ever pop-up for her beauty brand VIEVE. Attracting over 6,000 visitors in one week, VIEVE returned to the mall for a month-long period the following year. Results exceeded VIEVE's expectations.



Empire - One of Scotland's largest suppliers of exclusive shoes and street wear, opened on a short-term pop-up lease. Attracting queues in the opening weekend of 200+ visitors and, following phenomenal success, Empire has become a permanent occupier and the store continues to go from strength to strength.



TAYLOR MCNEILLIE OWNER OF EMPIRE STATED: "I have been working every day to provide the fastest and most reliable trainer service in Scotland and now, with over 4000 happy reviews, Empire has the largest reputation in Scotland. This Winter, I wanted to do something special and chase my dream of opening a sneaker store. I have teamed up with Princes Square to bring a 10 week pop up shop selling some of the world's most popular and exclusive trainers."

Princes Square is the perfect destination to host pop-ups and brand activations. If you are looking to host a pop up shop please contact: [katiemoody@princesssquare.co.uk](mailto:katiemoody@princesssquare.co.uk)

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