

# Press Release



24 July 2023

## **GPE announces that The North Face and JOSEPH have signed retail leases for new London stores on Regent Street, W1**

GPE has announced today that VF Corp, which trades as The North Face, the quality outdoor clothing brand, has signed a lease to expand its global flagship, located at Walmar House, 288-300 Regent Street, W1. The clothing brand's new space comprises approximately 10,000 sq ft across the ground and basement floors, which will increase its retail footprint by 33%.

The North Face has traded successfully at GPE's Walmar House site since 2015 and the expansion follows a duration of strong trading at the current flagship store in the heart of London's major shopping district. Walmar House is a Grade II Listed building prominently positioned on Regent Street, a renowned shopping district rich in history and culture, 56,500 sq ft across seven floors of retail space. VF Corp has committed The North Face brand to a 10-year lease.

Further south on Regent St, British contemporary designer fashion brand, JOSEPH, has also signed a lease for a new store located at Kingsland House, 124 Regent Street, W1. This lease signing completes the repositioning of the retail offering at Kingsland and Carrington House, following TUMI, Russell & Bromley, Pret A Manger and The Body Shop who completed new leases with GPE last year. This will be JOSEPH's 6th London stand-alone store.

**Sarah Goldman, Head of Retail at GPE commented:** "We're delighted that two of our Regent Street properties have been selected as the location for these global stores. With footfall growing at our West End properties, and visitors to our capital on the rise, the expansion of The North Face and the presence of JOSEPH further boosts the appeal of this famed shopping district."

**Ignacio Abadias, EMEA Real Estate Manager at The North Face / VF Group:** "We're excited to confirm that we will be expanding our presence at our flagship Regent Street store, owing to the increased trading we've witnessed here for some time. It's a testament to the enduring success story of London's Regent's Street, as it will become our biggest store in EMEA and second globally. It's been a great partnership working with GPE to establish The North Face prime retail position on the high street."

**Barbara Campos, CEO, JOSEPH comments:** "This year as we celebrate our 40-year anniversary, we are delighted to be opening a new store in one of London's most iconic shopping destinations. This marks an exciting next step in our brand's journey and a pivotal moment for JOSEPH as we expand our presence in the UK."

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**Contact details**

Sarah Goldman  
Head of Retail  
+44 (0) 20 7647 3111

Yasemin Kiani  
Corporate Communications Manager  
+44 (0) 7435 989 963