

Press Release



25 July 2024

GPE announces trio of retail brands to take over 20,000 sq ft at Mount Royal, W1

GPE has announced today it has let 20,000 sq ft of retail space at the western end of Mount Royal, W1. Retail brands that have signed new leases include the new immersive gaming brand, Activate (*We Do Play*); children's toy store, Keikoo; and Italian restaurant brand, Caffé Concerto.

All three brands have signed new retail leases with GPE and will join TK Maxx's 22,500 sq ft Oxford Street flagship, set to open later this year.

- Activate has signed up on a new 15-year lease for its first new London store at Mount Royal, 530 Oxford Street, W1. The Canadian based family-friendly socialising concept has recently partnered with *We Do Play*, a group of immersive leisure and hospitality businesses, including Flip Out, to expand into the UK and Ireland.
- Keikoo has signed a 10-year lease for its first toy store, located at Mount Royal, 532-534 Oxford Street, W1. The brand will bring an educational and experiential offer to all young children, offering live product demonstrations and an exciting shop-fit-out.
- Caffé Concerto, a well-renowned Italian restaurant brand has signed for a 15-year lease at Mount Royal, 536-540 Oxford Street, W1. The brand has over 20 stores in the UK already and its latest opening will follow its other successful locations in London including Regent Street, Covent Garden and Piccadilly.

The three new retail units will open in 2025 shortly after TK Maxx will open its 22,500 sq ft store later this year, following the brand's recent commitment to take its second Oxford Street flagship at Mount Royal; alongside Superdrug regearing its retail lease for their 8,000 sq ft store also at Mount Royal.

Sarah Goldman, Head of Retail at GPE, commented: "We are thrilled that these three brands have all committed to new leases with us. Combined with TK Maxx completing and the associated regear of Superdrug, we have now secured new lettings on almost 60% of the space available at Mount Royal, W1 to great brands who all have a long-term vision for the location. Having a diverse offer of retail brands at Mount Royal shows that we are committed to creating a true destination that will continue the much-needed retail revolution we are seeing on Oxford Street."

Richard Beese, co-owner of We Do Play, added: "We are committed to providing a diverse leisure offer that provides our customers with something unique when it comes to entertainment experiences. As the capital, central London has long been on our list for Activate Games' expansion journey, and we're excited to be working with GPE to bring our offer to the heart of Oxford Street. This store marks a huge milestone to date and we're excited to welcome all new guests very soon."

Great Portland Estates plc

+44 (0) 20 7647 3000

Toby Courtauld, Chief Executive

Nick Sanderson, Chief Financial & Operating Officer

Stephen Burrows, Director of Financial Reporting & IR

Sarah Goldman, Head of Retail

Yasemin Kiani, Communications Lead

FGS Global

James Murgatroyd

+44 (0) 20 7251 3801

Gordon Simpson

For further information see www.gpe.co.uk or follow us on X at @GPE_London

LEI Number: 213800JMEDD2Q4N1MC42