



# CENTRE OF EVERYTHING

centre:mk  
MILTON KEYNES



# MILTON KEYNES

An aerial night photograph of Milton Keynes, showing a mix of modern and traditional architecture, green spaces, and city lights. The city is illuminated by streetlights and building lights, creating a vibrant scene. The background shows a dense urban area with many lights, while the foreground features a large, modern building with a glass facade and a large, curved roof structure.

**3<sup>RD</sup>**

fastest growing city in the UK,  
with a population growth of 15.1% since 2008\*

Economy is valued at over\*

**£12BN**

Home to

**14,000**

businesses and heart of England's  
"Technology Cluster" \*

**8<sup>TH</sup>**

city in UK for tech innovation\*



centre:mk is one of the UK's most successful retail and leisure destinations. Continually out performing benchmarks for footfall, conversion to sales and sales density, centre:mk dominates the region and sits at the heart of one of the UK's fastest growing economies.

One of the strongest anchor brand line-ups in the UK

JOHN LEWIS  
& PARTNERS

|| beauty

M&S  
EST. 1884

PRIMARK®

Boots

TKmaxx®



# OUTPERFORMING

**250**

days of events  
per year

**95%**

of total footfall  
converts to spend<sup>1</sup>

**£56M**

market share opportunity<sup>3</sup>

**21M**

annual footfall in 2022,  
over double that of the  
competition<sup>4</sup>

**+4.6%**

population growth  
since 2021<sup>2</sup>

**14%**

market share, compared  
to an industry  
benchmark of 11%<sup>2</sup>



**10.7M**

people in the catchment<sup>2</sup>



**centre:mk is the first-choice destination for over 130 leading UK and international brands**



Ranked  
**9TH**

**in the UK for comparison goods expenditure<sup>1</sup>**



Since April 2021  
centre:mk has welcomed  
21 brands totalling over

**250,000** SQ FT

of space. These retailers have  
taken new units, upsized or  
refitted space in the last  
twelve months

**1ST**

**GRESB  
(UK retail centres)**







PRIMARK®



next

Loupe

OLIVER  
BONAS

TED BAKER  
LONDON

RITUALS...

Boots

THE WHITE COMPANY  
LONDON

REISS

MANGO

CHARLES TYRWHITT  
JERMYN STREET LONDON



wagamama

itsu  
eat beautiful



YD!

ASK ITALIAN

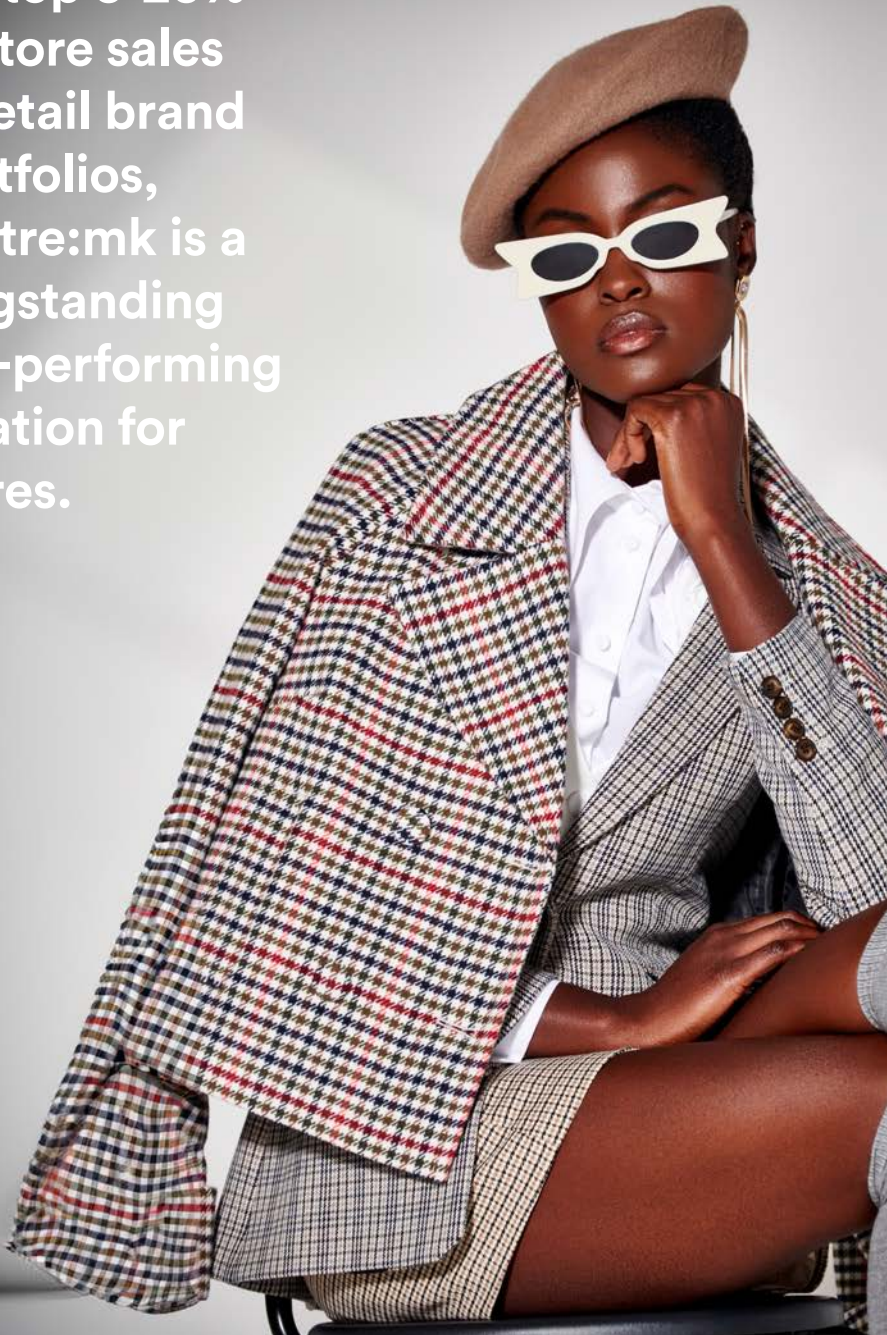
COSY CLUB

★ PRET ★

Harrods  
CHAMPAGNE  
BAR



**Sitting within the top 5-20% of store sales in retail brand portfolios, centre:mk is a longstanding top-performing location for stores.**



**H beauty**

**H beauty - Harrods' luxury beauty concept - made its debut at the heart of centre:mk in April 2021. Opening a 29,000 sq ft store, it is the brand's second standalone store and its biggest boutique to date.**



**“The H beauty opening in Milton Keynes marks another significant addition to the UK’s beauty retail landscape.”**

**H BEAUTY  
ANNALISE FARD,  
DIRECTOR OF BEAUTY AT HARRODS**



# CHARLES TYRWHITT

JERMYN STREET LONDON

“The centre:mk opening is a major milestone for Charles Tyrwhitt, as we open our first new store since 2018 and welcome a debut retail format, allowing our customers to experience the brand in a new and improved way. For us, the destination of choice had to be centre:mk due to its loyal visitors, as well as the brand’s ties to the city.”

CHARLES TYRWHITT  
JOE IRONS, CHIEF MARKETING OFFICER



## RITUALS...

“We are very excited to be opening a new store in Milton Keynes, one of the prime retail destinations in the UK. We have grown rapidly in the UK since our flagship store in Covent Garden opened in 2016 and we are always looking for the right opportunities to support our growth.

RITUALS  
PENNY GRIVEA, MANAGING DIRECTOR FOR UK & IRELAND  
AT RITUALS



## COSY CLUB

**“centre:mk is leading the way in the South East and we, at Cosy Club, are thrilled to be bringing our opulent yet welcoming experience to the city of Milton Keynes for the first time.”**

**COSY CLUB**  
JON BIRTLES,  
PROPERTY AND ACQUISITIONS MANAGER FOR LOUNGERS



## Loupe

**“We identified an opportunity to significantly expand our Milton Keynes boutique, which has now almost doubled in size since the original plan, to make it an even more impactful and prestigious shopping destination. Following the rising trend for experiential retail, and bringing a fresh approach to the luxury sector, Loupe has been carefully developed to offer the personal and immersive experience that we know is incredibly important to clients purchasing higher value items and investment pieces.”**

**LOUPE**  
ANNA BLACKBURN, MANAGING DIRECTOR AT BEAVERBROOKS





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