

Press Release



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Swarovski to open premium store at GPE's Kingsland House, Regent St, W1

GPE has announced today that the Austrian crystal brand, Swarovski, has signed a new ten-year lease for its latest London store at 122 Regent Street, W1. Swarovski's latest unit comprises 1,500 sq ft across three floors and will officially open ahead of the brand marking its 130th anniversary next year.

The new store is situated within the iconic grade II listed Kingsland House, prominently positioned on the east side of Regent Street, within the heart of the West End's shopping district. The building is rich in culture and history, with Piccadilly station a few minutes' walk away and sits at the junction between Mayfair and Soho. Swarovski will offer its luxury crystal collection and fine jewellery line, Swarovski Created Diamonds.

Swarovski will join the wider retail offering at Kingsland and Carrington House, including JOSEPH, TUMI, Russell & Bromley and Pret A Manger.

Sarah Goldman, Head of Retail at GPE, commented: "We are thrilled that Swarovski has chosen Kingsland House for their latest store. Their premium shop fit-out will add something unique to Regent Street for all customers to enjoy. The brand's collections have a broad reach worldwide and will complement the local retail offer in the heart of London."

ABOUT SWAROVSKI'S NEW STORE

Well renowned for being the 'Masters of Light' Swarovski's new store will be fitted out in its premium shop-fit concept, Wonder Lux, which will showcase the Swarovski signature blue colour palette. Guests will be welcomed to a sensory-led retail space decorated with metallic finishes, fluted glass, with chrome and silk accents. The store will also contain an exclusive suite for all clients on the mezzanine floor to host customers on a 1-2-1 personal basis.

ABOUT SWAROVSKI

Masters of Light Since 1895

Swarovski creates beautiful products of impeccable quality and craftsmanship that bring joy and celebrate individuality.

Founded in 1895 in Austria, the company designs, manufactures, and sells the world's finest crystals, Swarovski Created Diamonds and zirconia, jewelry, and accessories, as well as home décor and crystals for Automotive.

Swarovski Crystal Business is represented in over 140 countries worldwide with 2,300 Swarovski boutiques complemented by selected multibrand partners and employs 16,600 people. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. A responsible relationship with people and the planet is part of Swarovski's heritage. Today this legacy is rooted in sustainability measures across the value chain, with an emphasis on circular innovation, championing diversity, inclusion, and self-expression, and in the philanthropic work of the Swarovski Foundation, which supports charitable organizations bringing positive environmental and social impact.

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