

# Press Release



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## **GPE announces latest retail deal at Hanover with Bang & Olufsen**

GPE has today announced that Bang & Olufsen will be opening its latest flagship store on London's iconic New Bond Street in the heart of Mayfair.

Located within GPE's world class Hanover development, Bang & Olufsen will occupy 72 New Bond Street across basement, ground and first floors, spanning 4,000 sq ft. Bang & Olufsen's store is set to open in early 2023 and will showcase the iconic brand's high-end quality speakers, headphones and sound accessories. The store will come with a state-of-the-art demonstration space, delivering an immersive experience in-store that will showcase the products at their best and place Bang & Olufsen among likeminded luxury brands.

**James Simons, Head of Retail UK & IE, commented:** "Our New Bond Street home will provide a buzzing, vibrant environment perfectly placed to showcase our brand and deliver the magical sound experiences Bang & Olufsen is renowned for. With the Elizabeth line now open, we're readying ourselves to welcome visitors from all corners of the country to join us in our new London destination, just a two-minute walk from Bond Street station.

"While longstanding retail partnerships are still core to our business, the Mayfair store gives new and existing customers a dedicated space to immerse themselves in the Bang & Olufsen universe of seamless connected audio and visual products".

**Sarah Goldman, Senior Portfolio Manager at GPE, added:** "We're thrilled that Bang & Olufsen has chosen our prestigious Hanover development. Their new flagship store will bring an immersive destination which complements our retail offering on New Bond Street, with two further exciting retailers set to join soon. Along with the newly opened Elizabeth Line, the area is seeing a significant boost in footfall to the wider West End and we're excited to welcome Bang & Olufsen in the New Year."

Bang & Olufsen will join other luxury retailers at Hanover, including Canali, Pronovias, Seiko, Moyses Stevens, as well as the London Fashion Academy by Jimmy Choo. Integrated into Hanover, is the newly created Medici Courtyard also neighbours including WatchHouse coffee house and The MAINE restaurant.

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