



P R E S S R E L E A S E

October 23 2017

For immediate release

LIVERPOOL ONE RUNS AHEAD WITH REALBUZZ DEBUT

Grosvenor Europe has today announced that [realbuzz](#), the independent performance leisure and fitness brand, has opened a 1,400 sq ft store on Liverpool ONE's St John Street.

The online retailer's new physical store stocks the brand's range of performance leisure and fitness products, including trainers, apparel, accessories and nutritional supplements from major brands including Adidas, Nike, Asics, New Balance and Mizuno. Complementing their comprehensive existing online offer, the store will be a retail hub for the local running community, offering store-based running clubs, lockers for customers and expert staff on hand to advise with local running knowledge. realbuzz has ambitions for a further 30 physical stores in the next two years, focusing on the UK over the next 12 months, before rapid expansion in the US and Australia.

Paul Eaton, Chief Marketing Officer at realbuzz, said: "We have built a loyal online community and are thrilled to now bring the buzz to our fitness focused customers in the Liverpool region. Located right in the heart of the city, Liverpool ONE has an impressive footfall, appealing to visitors from throughout the North West, as well as the significant number of tourists who enjoy the city, making it the clear choice for the next step in our countrywide expansion."

Alison Clegg, Director, Asset Management, Grosvenor Europe, which manages Liverpool ONE, added: "realbuzz is a great addition to St John Street's line-up, sitting alongside much-loved brands such as Zara, Apple, Office and Victoria's Secret. There is an increasing trend of online brands taking physical space, and

Grosvenor is keen to support this evolution as it creates a diverse and modern line-up of retailers. We share the brand's ethos of promoting a healthy, inspiring and collective community and look forward to seeing this grow at Liverpool ONE."

This opening follows the recent news that Nespresso has launched a 1,600 sq ft concept boutique at Liverpool ONE, the first of its kind in the UK and only their third globally, following trials in Cannes and New York. Nespresso joins the recently opened Molton Brown store and a Mercedes pop-up on St Peter's Lane.

Metis Real Estate and Cushman and Wakefield acted for Liverpool ONE.

Ends

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Notes to editors

Liverpool ONE

Liverpool ONE is Grosvenor Europe's unique retail and leisure destination at the very heart of Liverpool. Its virtually invisible boundaries connect the city with the impressive waterfront and the inspiring architecture of the commercial district.

Spread over three levels, Liverpool ONE is the region's destination of choice for consumers and brands alike. Its offer includes over 170 leading UK and international retailers, including Michael Kors, Zara, John Lewis, Beauty Bazaar Harvey Nichols, Ted Baker and Reiss. They are complemented by a series of distinct dining destinations, with Wahaca, Roxy Ball Room and Reds True BBQ all joining Liverpool ONE's line-up in the last twelve months.

Grosvenor Europe's proactive asset management has led to 20 brands committing in the past year and Liverpool ONE delivering significant sustained growth since opening. Footfall and sales, for example, have increased by 5.5% and 8% respectively per annum since 2008.

Grosvenor Europe

Grosvenor Europe invests in, develops, operates and manages real estate assets and funds, with a focus on six European cities: Paris, Lyon, Stockholm, Madrid, Milan and Liverpool.

We specialise in mixed-use property, with strong expertise in retail and leisure and have a growing focus on residential development. We combine our local knowledge with Grosvenor Group's 340 years' experience in global real estate, providing access to European markets for international partners and creating value for our Shareholder, investment partners and the local communities in which we work.

As at 31 December 2016 Grosvenor Europe managed £2.9bn / €3.43bn of assets including Liverpool ONE in the UK, Skärholmen Centrum shopping centre in Stockholm and a

portfolio of residential developments in central Madrid. For more information visit the website www.grosvenor.com [@GrosvenorEurope](https://www.instagram.com/GrosvenorEurope)