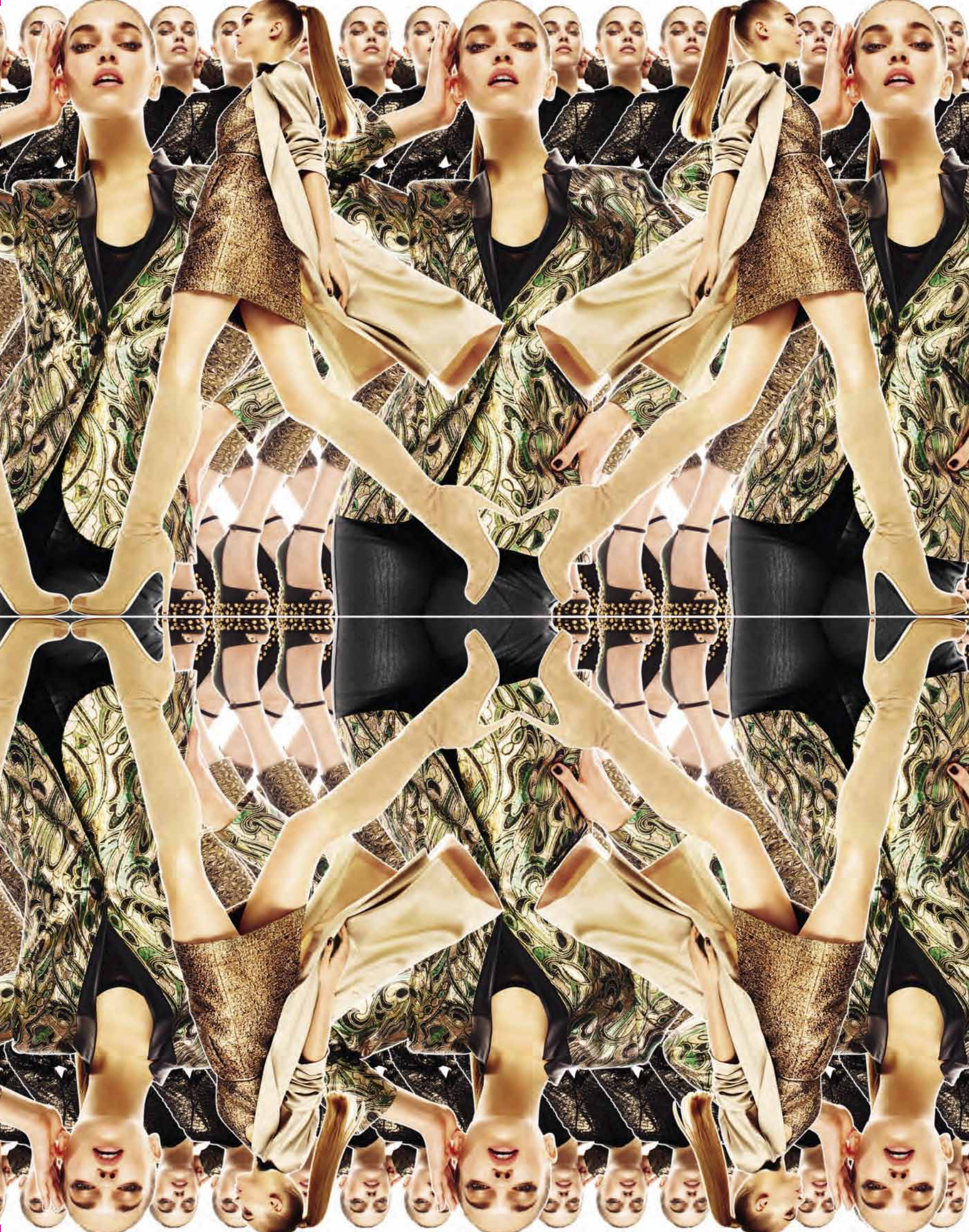


*THE  
ULTIMATE  
SHOPPING  
DESTINATION*

*Westfield*

LONDON W12





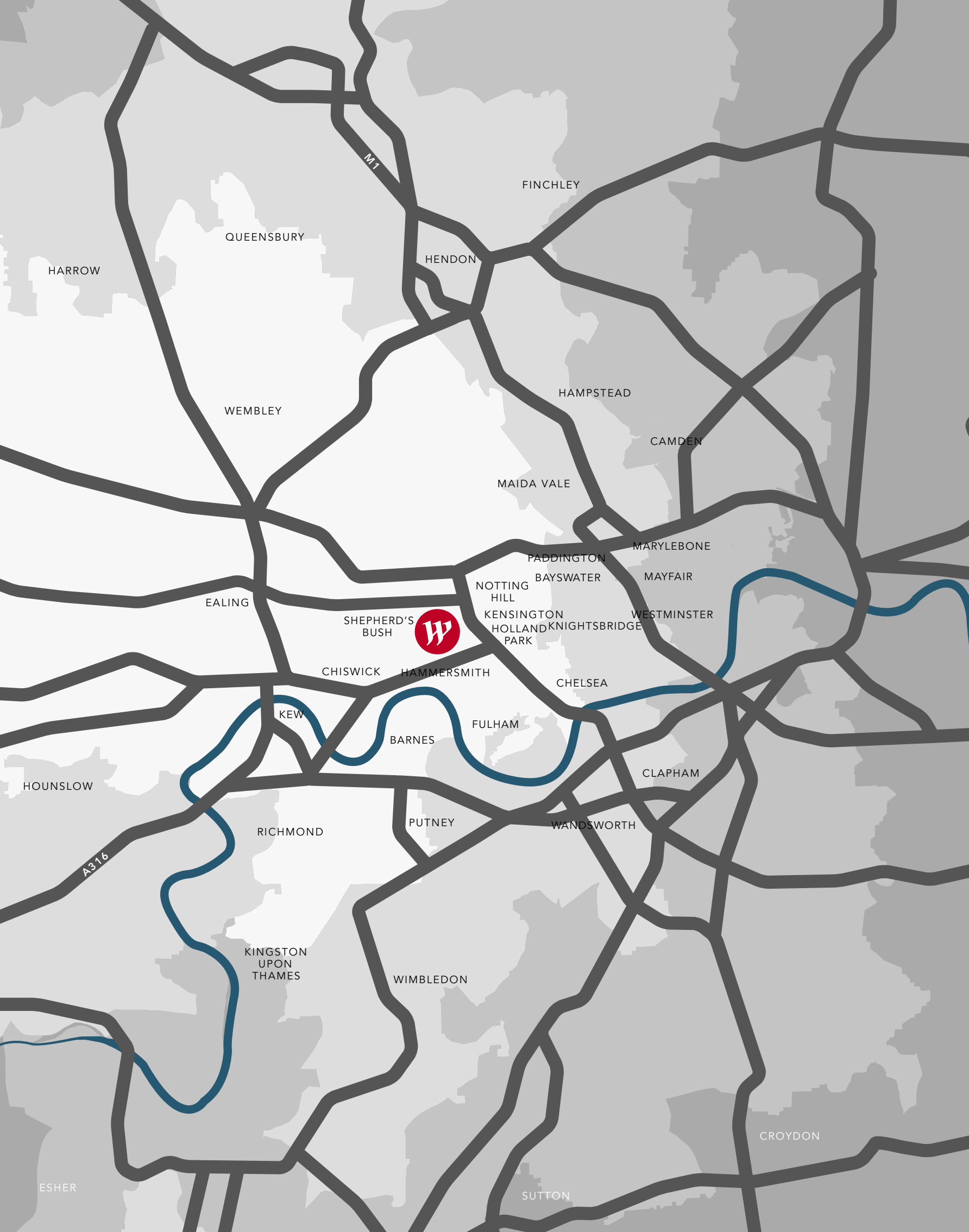


# THE VISION

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## TO CHANGE THE FACE OF LUXURY AND HIGH STREET RETAIL

Inspiring brands – from luxury to high street – combine with an unrivalled leisure and dining experience to make Westfield London the lifestyle destination of choice.



M1

FINCHLEY

QUEENSBURY

HENDON

HARROW

WEMBLEY

HAMPSTEAD

CAMDEN

MAIDA VALE

MARYLEBONE

PADDINGTON

BAYSWATER

MAYFAIR

EALING

NOTTING HILL

KENSINGTON

WESTMINSTER

SHEPHERD'S BUSH



HOLLAND PARK

KNIGHTSBRIDGE

CHISWICK

HAMMERSMITH

CHELSEA

KEW

BARNES

FULHAM

HOUNSLOW

CLAPHAM

A316

RICHMOND

PUTNEY

WANDSWORTH

KINGSTON UPON THAMES

WIMBLEDON

CROYDON

ESHER

SUTTON

# LOCATION

## POSITIONED IN ONE OF THE MOST AFFLUENT AREAS IN THE UK

Westfield London is one of the UK's best-connected and most accessible malls, just three miles from Regent Street and Oxford Street.

### **By bus**

Two stations bring buses to the centre every minute.

### **By tube**

Served by four Underground stations, the centre is just 10 minutes from Bond Street and 20 minutes from Heathrow – the world's busiest international airport.

### **By rail**

An Overground rail service speeds shoppers from Clapham Junction and Willesden Junction to the centre in under 10 minutes.

### **By car**

The centre is located outside the Congestion Charging Zone and has parking for 4,500 vehicles and 30 charging points for electric cars.

The Primary Trade Area, where the market share penetration is highest, includes affluent areas of West London such as:

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**Holland Park**

---

**Notting Hill**

---

**Maida Vale**

---

**Chelsea**

---

**Knightsbridge and Kensington**

---

The Trade Area also covers areas including:

---

**Hampstead**

---

**St Johns Wood**

---

**Mayfair**

---

**Hyde Park**

---

**Windsor**

---

**Kingston**

---

**Richmond & Kew**



# THE SHOPPER

Westfield London shoppers are wealthy, with high disposable incomes. They are also fashion conscious, responsive to lifestyle and leisure offers and enjoy cultural experiences.

The centre also benefits from an influx of UK and foreign tourists, accounting for 30% of footfall.



**AVERAGE SPEND**  
(PER BUYER)



**DWELL TIME**



**SHOPPER AGE PROFILE (MAY 2012)**

18 TO 24 YRS = **25.2%**

25 TO 34 YRS = **30.5%**

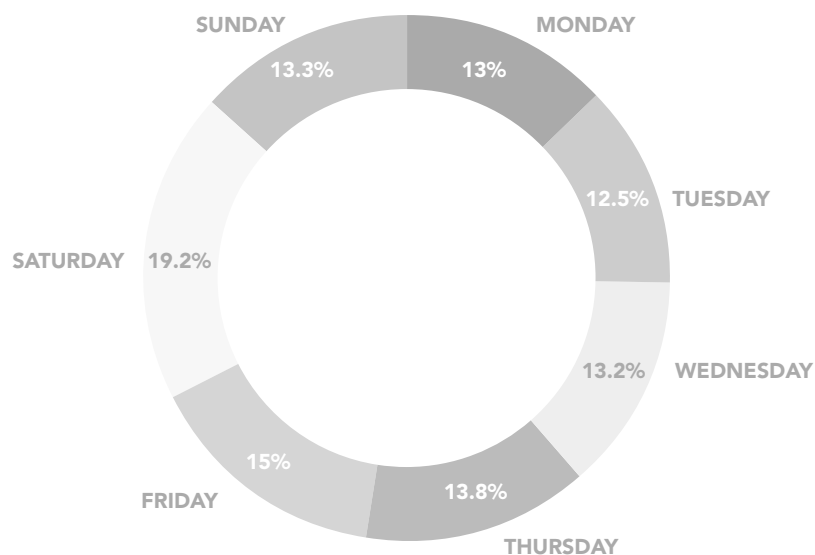
35 TO 44 YRS = **19.2%**

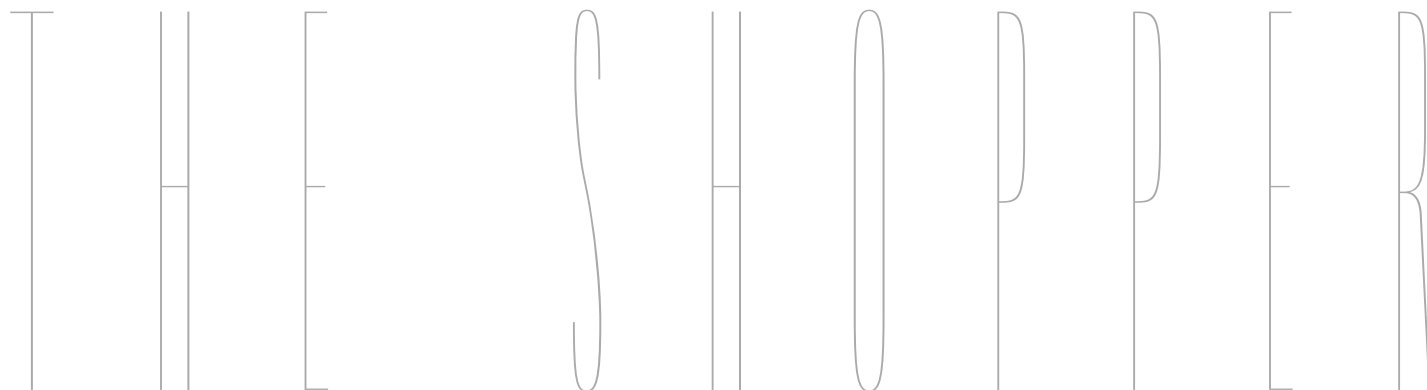
45 TO 54 YRS = **12.8%**

55 TO 65 YRS = **7.3%**

65 YRS PLUS = **5.0%**

**FOOTFALL (ANALYSIS BY DAY)**

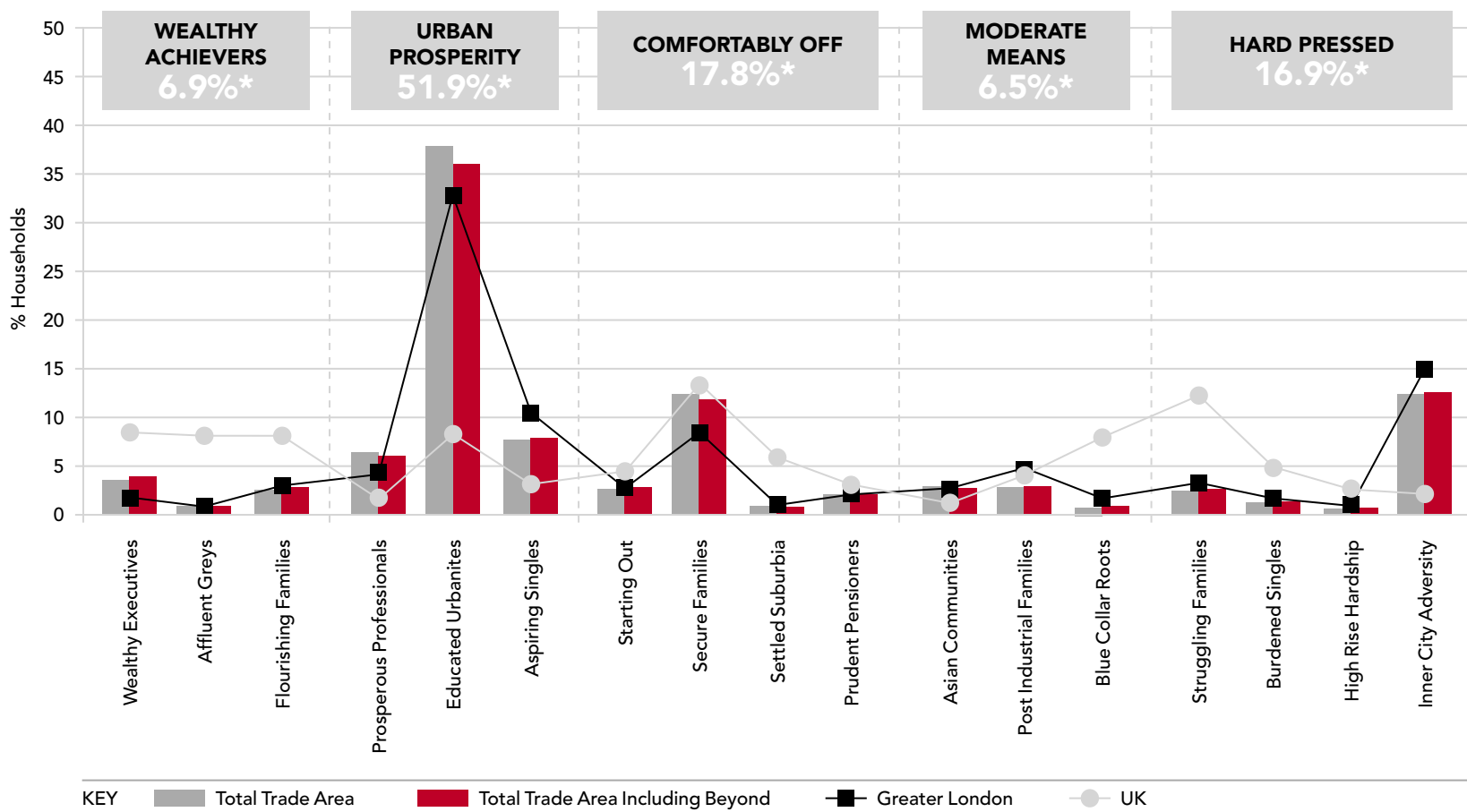




Top six affluent ACORN groups (Wealthy Executives, Affluent Greys, Flourishing Families, Prosperous Professionals, Educated Urbanites and Aspiring Singles) make up 58.8% of the Total Trade Area. They represent £18.2 billion in available spend, of which Westfield London's spend potential is £1.5223 billion (Total Trade Area).

EDUCATED URBANITES MAKE UP **33.7%** OF THE TOTAL TRADE AREA SPEND (INC BEYOND) WITH A SPEND POTENTIAL OF **£934.8m**

### WESTFIELD ACORN CHART



Westfield London has higher levels of the Urban Prosperity ACORN group than both UK and Greater London averages. The number of Wealthy Achievers is also significantly higher than the London average.

\* Total Trade Area

Source: CACI Retail Dimensions 2012



## WESTFIELD LONDON TRADE AREAS



TRADE AREAS

■ Primary

■ Secondary

■ Tertiary

⊙ Westfield London

TOTAL POPULATION  
WITHIN TRADE AREA:

**5.33m**

TOTAL TRADE AREA  
RETAIL SPEND:

**£29.7bn**

TOTAL TRADE AREA WEIGHTED  
SPEND POTENTIAL, INC BEYOND:

**£2.9733bn**

Source: CACI Retail Dimensions 2012. Spend potential includes Residential, Workers and Tourism







FASHION

AMALGAMATING THE BEST OF  
HIGH STREET TO LUXURY BRANDS

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MORE THAN  
**700**  
FASHION BRANDS

**300**  
STORES



BY GROUPING COMPLEMENTARY  
RETAILERS, WESTFIELD OFFERS CAREFULLY  
DESIGNED INDIVIDUAL DESTINATIONS

## HIGH STREET

**H&M** *TOPSHOP* RIVER ISLAND  
BOUX AVENUE *OASIS* **ZARA**  
*MONSOON* **TED BAKER** COS *WAREHOUSE*

---

## YOUTH

**SUPERDRY** *ALL SAINTS*  
JUCY COUTURE  
VANS *ADIDAS* **DIESEL**  
**HOLLISTER CO.**  
*URBAN OUTFITTERS* **G-STAR** GILLY HICKS

# LUXURY

VERSACE *LOUIS VUITTON* MULBERRY

**TIFFANY** *JIMMY CHOO*

**PRADA** *BURBERRY* MIU MIU *DE BEERS*

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# ASPIRATIONAL

**HUGO BOSS**

*MICHAEL KORS*

KATE SPADE

*COACH*

**REISS**

*WHISTLES*

HACKETT

*LONGCHAMP*











VUITTON

LOUIS

TIFFANY & CO.

VITAGE

# THE VILLAGE

THE VILLAGE IS A TRULY UNIQUE CONCEPT. A VISIONARY HAVEN OF LUXURY THROUGHOUT, IT PROVIDES A NEW FORUM FOR PREMIUM FASHION AND LIFESTYLE IN THE UK

MORE THAN  
**40**  
LUXURY BRANDS





# FOOD AND DINING

A PLACE WHERE INTERNATIONAL FLAVOURS  
FUZE – IN FASHION, FOOD, THEATRE

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Excellent service from an amazing array of international cuisines

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MORE THAN  
**60**  
PLACES TO EAT









ENTERTAINMENT

AND LEISURE

The Atrium is perfect for staging entertainment and events including celebrity appearances, movie premieres, music concerts, fashion shows and iconic product launches.

Other leisure facilities include a Vue 17-screen cinema with digital 3D and state-of-the-art sound as well as VIP seating and a lounge bar, and a state-of-the-art Gymbox.









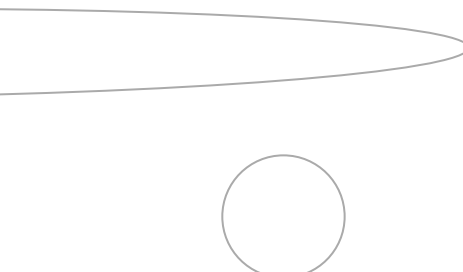




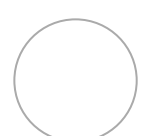








# SERVICES



A CONCIERGE TEAM IS  
DEDICATED TO MEETING  
THE NEEDS OF THE MOST  
DISCERNING SHOPPER

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**50 Dedicated Concierge Staff**

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**Five-star-hotel-style Service**

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**Valet Parking**

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**Handsfree Shopping**

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**Personal Stylist**

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**Home, Hotel & International Delivery**

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**Cloakroom**

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**Tour Group / Tourist VIP Card**

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**International Tax Free Shopping**

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# CONTACTS

For Retail Leasing please call **020 7061 1400**  
or email **[LeasingWestfieldLondon@westfield-uk.com](mailto:LeasingWestfieldLondon@westfield-uk.com)**

