The upscale retail development at the converted Battersea Power Station in London has announced a number of new brand signings with a clutch of international and UK labels on the list.

Ray-Ban, Ralph Lauren, Tommy Hilfiger, The Kooples, Aésop, Gant, Mango, Reiss, Le Labo, The Body Shop and Calvin Klein are all set to join the line-up of brands opening at the site.

The mall is part of a major £9 billion development converting one of the most recognisable buildings on London’s skyline into a retail, residential and experiential new destination.

Brands including Hugo Boss, Watches of Switzerland, MAC, Space NK and Jo Malone London, had already been announced. They were unveiled as tenants in March last year, just ahead of the announcement of the first lockdown, which saw major disruption not only to retail itself but to building work too. It also saw a number of
retailers that might have been likely to sign up to prestige developments going under.

That said, over 70% of the retail and leisure units at Battersea have been let or are under offer so far and “further fashion and dining concepts are to be announced shortly”.

The retail experience within the Power Station will be housed in the two newly restored, historic Turbine Halls, which look the same as each other from the outside but are unique in their interior design. Turbine Hall A reflects the Art Deco style of the 1930s when the Power Station was built, and Turbine Hall B, which was completed in the 1950s, has more of a “brutalist, industrial” look and feel.

The Battersea mall opening next summer should be able to take advantage of what’s expected to be a booming economy — assuming current supply chain issues linked to Brexit and the pandemic can be dealt with.

The opening should also come at a good time with Apple set to move its UK staff into a campus within the development. Along with the recent opening of the new Battersea Power Station tube station, it will help deliver more potential shoppers to the area.

By Sandra Halliday

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