



*“From the start KLM Retail understood our unique needs and the desired vision and are helping us shape a destination.”*

Jane Macdiarmid  
Head of Retail & Leasing,  
Camden Market

*A retail market place at its most diverse and dynamic  
– one of London’s true gems.*

---

*The Client*                      Market Tech Camden

---

*The Brief*                      To ensure that Camden retains and develops its unique, quirky cultural identity as a place to meet, eat, be entertained and explore its range of shops, boutiques and markets that is completely different to anywhere else in London.

---

*The Solution*                      Source the most innovative and interesting new brands in keeping with Camden’s unique spirit and urban reputation.

Identify new retail, food and entertainment concepts, new start-ups and pop ups that amplify Camden’s cultural heritage and unique retail market offering that is famous around the world.

---

*Where We Add Value*                      KLM Retail’s exposure to the latest retail trends and intelligence from being involved in a hugely diverse range of projects, both nationally and internationally, adds real value. This is of particular importance to a destination that is focussed on exploring the freshest ideas and new concepts to create the very best and latest retail communities.

---