



“KLM Retail are a highly trusted savvy team that deliver exceptional quality of advice, service and results.”

Jack Busby, Portfolio Director,
Land Securities Group PLC

Repositioning a leading UK retail outlet centre to premium status that has attracted new retailers and shoppers alike

The Client Land Securities

The Brief Gunwharf Quays Premium Outlet Shopping in Portsmouth is one of the UK’s leading outlet centres. KLM Retail has acted for the owners since 2014 with a clear brief to achieve an enhanced retail mix in line with the premium vision for this outlet centre on the South Coast, an area which is increasingly appealing to the more affluent shopper drawn from a wider catchment area.

The Solution KLM Retail achieved the required ‘step change’ by working with a key anchor brand of Polo Ralph Lauren to upsize their store to three times their original site-underpinning the growing success of this retail destination.

This shift gave a massive vote of confidence to enable quality brands in the ‘affordable luxury’ sector including Michael Kors, Hackett and Lulu Guinness to be attracted.

Where We Add Value KLM Retail’s success in working with international brands in Central London has been put to full use in bringing about this change in emphasis on the tenant mix. Our knowledge of, and direct contact with, the decision makers at these premium leading brands has been key in this process.