



Press Release

17th June 2014

Bespoke Scent Specialists Equivalenza opens store in Kettering

Spanish perfume specialists Equivalenza have chosen the Ellandi owned Newlands Shopping Centre, Kettering for their fifth UK shop.

The company which already has 500 stores in mainland Europe and four outlets in the UK opened the unit in the Newlands Centre on Saturday.

Specialising in high quality perfumes & own creations at affordable prices, Equivalenza offers shoppers a completely new concept in buying perfumes within a modern and fresh unit.

Featuring a classification system of perfumes in olfactory families coupled with personal advice, patrons can be rest assured that they will receive a great customer experience.

"It's great to have a new concept brand choose our Centre for one of their first stores in the UK. The store looks great and I think our shoppers will really appreciate both the quality and the value of the perfume on offer" commented Centre Manager Neil Griffin.

Stuart Gibson of Equivalenza added, "We are delighted to have been chosen by Equivalenza to be their first store in the Midlands, I am sure shoppers to the Newlands Centre will love our vast choice of high quality perfumes, aromatics and cosmetics".

"We are thrilled to have selected Kettering as the first town in our regional expansion and have no doubt that the Newlands Centre is the best location to showcase our brand" commented Shobana Patel, Regional Director - "join us in making sense of scents".

Equivalenza aims to open 40 stores across the Midlands by 2019.

*** ENDS ***

Ellandi is the UKs only dedicated investment manager focused on value and convenience orientated shopping centres with a portfolio comprising seven schemes valued at approximately £240 million. Ellandi has joint venture relationships with major investors that include Tristan Capital Partners, Development Securities plc and Rockspring PIM. The company also manages the Ellandi Retail Fund which was established in Q4 2013 and has £100m to invest.

Tenant	Equivalenza
Address	26 The Mall, Newlands Shopping Centre, Kettering
Date	11 June 2014
Property Type	Retail
Transaction Type	Letting
Size	1446 sq ft
Who Acted	Maples Teesdale LLP
Lease Terms	10 years
Agent	Douglas Stevens

Website: www.ellandi.com

Contact: Jaya Sabnani

jaya@ellandi.com

020 7016 3276

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