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Nº 55 REGENT STREET



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**It's the place
where the
West End
comes together.**

**A RARE OPPORTUNITY TO
ACQUIRE UP TO 33,000 SQ FT
OF RETAIL SPACE IN THE
HEART OF CENTRAL LONDON.**

A world
renowned
location....

...and the only place to be in Central London.

Regent street, the world's first purpose built shopping street, is one of the most prestigious lifestyle destinations in the world.

In all, it has a street frontage of two kilometres, & 1.5 million sq ft of retail & lifestyle, housing world-class flagship stores, wellness experiences & hospitality.

Regent Street is neighboured by a network of smaller streets that are home to independent brands & some of London's best drinking & dining.



Apple



Heddon Street

A global destination aspiration with a history.

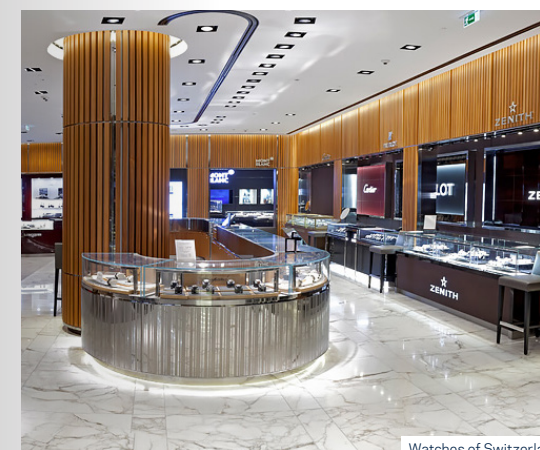
Our aim is to cement our reputation as a global destination. In all that we do, we aim to set ourselves apart. We are proud of our exceptional heritage & history & honour it with integrity.

We lead the way in creating brilliant, forward-looking places & continuously welcome 'firsts' to the street alongside brands with historical heritage who have continued to innovate.

Famous for curated & hand-crafted retailing, St James's is equally renowned for its world-class dining, galleries & auction houses. Over three hundred years in the making- & still evolving - St James's is a neighbourhood unlike any other.



Burberry



Watches of Switzerland



lululemon



L'Occitane



Duck & Waffle Local



London Fashion Week - Jermyn Street



Chinese New Year

Street Life.

West End events & on-street activation

Every year on Regent Street & in St James's, The Crown Estate host a series of tailored events & marketing initiatives, driving footfall, brand exposure shopping & dining into the West End.



Summer Streets



Fashion & Design Month



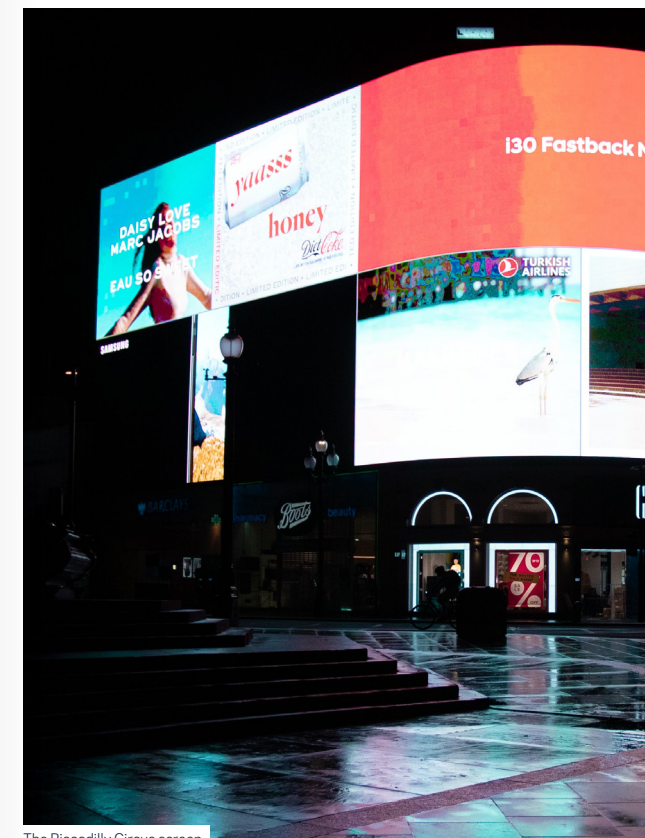
St James's Market Pavilion



Royal Wedding Flags



Christmas Lights



The Piccadilly Circus screen

The Piccadilly Circus screen. The big picture.

- 55 Regent Street is situated next to the Piccadilly Circus billboard
- 100 million estimated people pass through Piccadilly Circus station each year
- A global destination consistently viewed on the world stage whenever Central London is mentioned
- 200,000 tweets of lights a day
- 1.59 billion - Estimated media coverage reach when the new lights were switched on



It's the place where
the West End
comes together.

A globally recognised
address at the heart
of Central London.



HYDE PARK

Marylebone

GREEN PARK

GREEN PARK

BOND STREET
(CROSSRAIL 2022)

OXFORD STREET

OXFORD
CIRCUS

St. James's

ST. JAMES'S SQUARE

Mayfair

REGENT STREET

Soho

PICCADILLY

PICCADILLY
CIRCUS

SHAFTESBURY
AVENUE

REGENT STREET
SAINT JAMES'S

HAYMARKET

LEICESTER
SQUARE

THE MALL

ADMIRALITY ARCH

THE NATIONAL
GALLERY

TRAFALGAR
SQUARE

What's around the area?

CROWN ESTATE OWNED PROPERTIES

SOHO



MAYFAIR

Shop

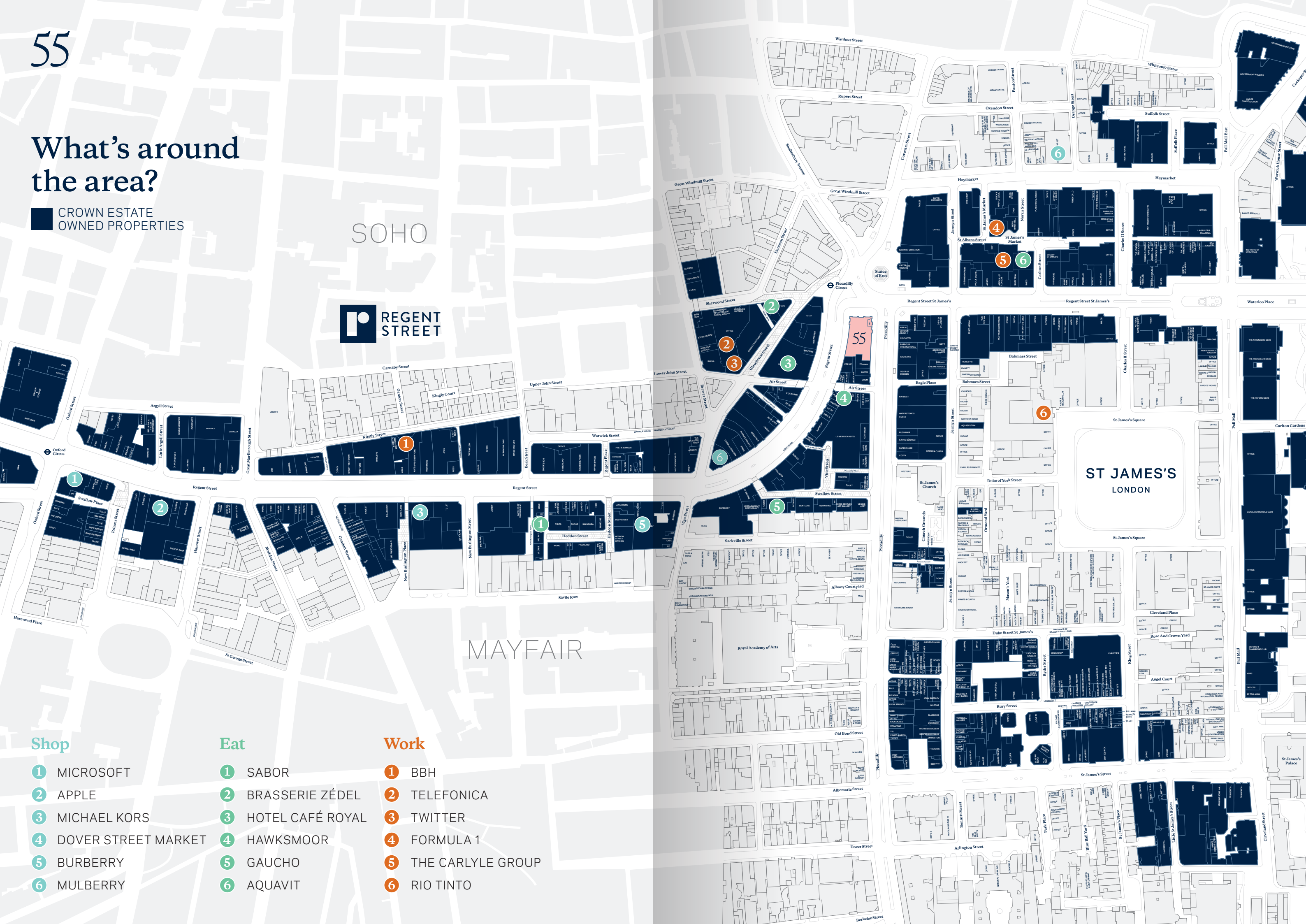
- 1 MICROSOFT
- 2 APPLE
- 3 MICHAEL KORS
- 4 DOVER STREET MARKET
- 5 BURBERRY
- 6 MULBERRY

Eat

- 1 SABOR
- 2 BRASSERIE ZÉDEL
- 3 HOTEL CAFÉ ROYAL
- 4 HAWKSMOOR
- 5 GAUCHO
- 6 AQUAVIT

Work

- 1 BBH
- 2 TELEFONICA
- 3 TWITTER
- 4 FORMULA 1
- 5 THE CARLYLE GROUP
- 6 RIO TINTO



Who's visiting the area...

Footfall statistics*

51.9 m

ANNUAL FOOTFALL AT
PICCADILLY CIRCUS

186,600

AVERAGE WEEKLY FLOW
ON REGENT STREET
(between Oxford Circus & Piccadilly Circus)

57%/43%

FEMALE VS MALE FOOTFALL
ON REGENT STREET

57%

WITH AN AGE RANGE OF 25-44
WITH 35% AT 45+ & 10% AT 16-24

77%

OF VISITORS TO THE AREA
ARE THERE TO SHOP

26%

ARE THERE TO
EAT OR DRINK

33%

OF VISITORS TO PICCADILLY
ARE THERE TO GO SHOPPING

41%

OF SHOPPERS ARE TO THE AREA
ARE INTERNATIONAL TOURISTS

Key performance benchmarks

12 visits

VISITS PER CUSTOMER
ANNUALLY TO THE STREET

£152

(including VAT)

AVERAGE GROUP SPEND
ON REGENT STREET

79 minutes

DWELL-TIME OF SHOPPERS
ON REGENT STREET

50%

OF VISITORS USE THE UNDERGROUND
TO GET TO REGENT STREET



The Crown Estate.

The Crown Estate is a £14 billion UK real estate business with a portfolio unlike any other.

It includes some of central London's best places to work, shop & visit; brilliant destinations across the country & offshore wind. We also have a substantial rural & coastal portfolio, & manage the seabed around England, Wales & Northern Ireland.

We actively manage our portfolio to deliver strong returns for the nation's finances. We also take a long-term view, working alongside our customers, partners & communities to create great experiences.



**THE CROWN
ESTATE**

Key benefits of working with The Crown Estate include:

- International awareness
- Domestic & tourist shoppers
- Single ownership estate
- One of the most sought after global retail destinations
- Springboard into other European markets
- Marketing exposure of Piccadilly Circus
- Prestige of Regent Street & St. James's as destinations

Our Central London portfolio includes Regent Street & St James's totaling 10 million sq ft of space & is valued in excess of £8 billion.



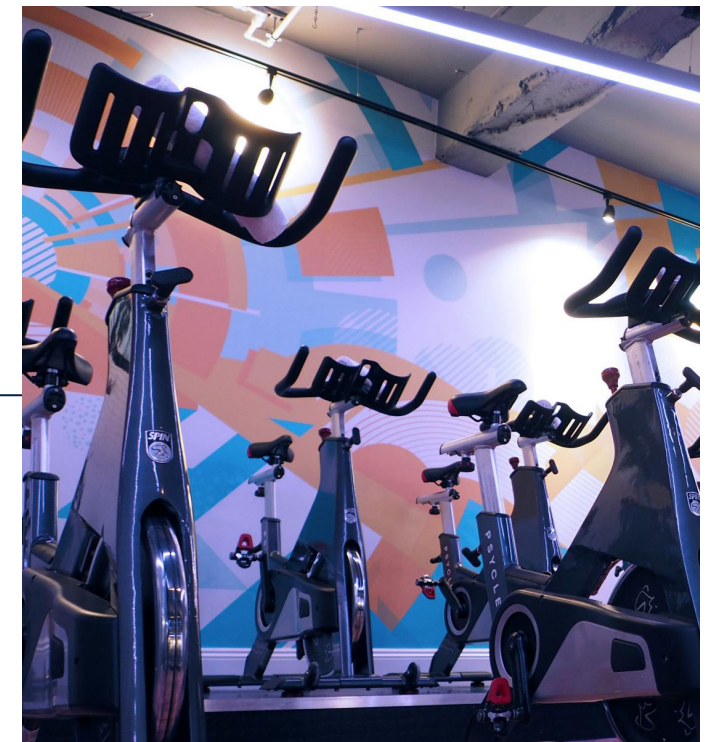
ST JAMES'S
LONDON



We are the largest property owner in London's West End.

We are continually investing to enhance this world-class destination, & creating the places & experiences that people truly want.

Across Regent Street & St James's, we bring together the very best in retail, dining, lifestyle & entertainment, combining British icons, international leaders & bespoke boutiques.



FOR INFORMATION OR LEASING
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