



Westfield London

Changing the face of retail in the Capital

Westfield London, the pioneering shopping and leisure destination, opens in W12 on October 30th. It is an innovative and dynamic place for a new generation of consumer to shop, to eat, and to meet.

Aspirational, yet inclusive, it is an architecturally stunning showcase for 5 anchor stores: Debenhams, Next, Marks and Spencer, House of Fraser, Waitrose and over 265 luxury, premium and high street retailers from more than 15 different countries. 80 percent are fashion-focused, 16 names are making their UK debut and 40 are luxury brands housed within the beautiful, boutique-style environment, The Village.

Food is as important as fashion at Westfield London. Nearly 50 exciting eating concepts boast 73 awards between them and offer some 25 styles and nationalities of cooking. 6 new to the UK and of those 5 are first ever seen brands. A bustling cluster of 17 restaurants run the length of Southern Terrace, the pedestrian street of dining, and open cooking brings drama to the collection of 13 counters on The Balcony where fresh food is prepared fast and to order.

Westfield London will be as much a meeting hub as a place to shop and eat. A stunning central Atrium, unique in London, will host a full calendar of arts and educational events beneath a spectacular glass roof. A 14-screen state-of-the-art cinema, gym and spa will open in 2009, and a new library will serve the local community.

Customers' craving for convenience and desire for indulgence will be met by a 70-strong concierge and valet team trained to 5-star hotel standard. Services designed to make the experience compelling and comfortable include personal shopping, style advice, hands-free shopping and valet parking.

New transport links make Westfield London the best connected shopping destination in the UK. Four underground stations provide on average a tube every 5 minutes, an overland station will get you from Clapham Junction and Willesden Junction to Westfield London in under 10 minutes, and two bus stations provide, on average, a bus a minute. Cycle bays, secure pedestrian routes and 4,500 car parking spaces directly beneath Westfield London complete the transport picture.

See www.westfield.com for background information on Westfield.

For further information on Westfield London contact:

Zoe Sobol, Caireen Wackett, Julia Hilson

@ Yellow Door PR on 020 7580 0707