

19th February 2009

600 looking for retail therapy

In just three weeks, over 600 office workers have thrown down the gauntlet to retailers, demanding that they improve shopping in Midtown. All have contributed to a survey at midtownshopping.org, promoted by Farebrother. The survey aims to capture people's views on the retail offer in Midtown and identify where they are perhaps shopping instead. The survey closes at the end of February.

Contributors to the survey could also win a 5 star Hotel stay at the Renaissance Chancery Court Hotel, a £500 voucher to spend at outfitters Ede & Ravenscroft of Chancery Lane, or a meal for two at specialist restaurant, Vanilla Black.

Details of current spending habits and the brands shoppers would most like to see in the area will be announced to leading retailers, landlords, building owners and the media at a special event in April, providing all with a greater understanding of the dynamics of the Midtown retail market.

Head of Retail at Farebrother, Jonathan Quelch commented, "The great response we have received so far illustrates just how keen Midtown's growing and increasingly diversified office population is to see retail in the area change, and change for the better."

ENDS

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Farebrother

Farebrother are property advisers and chartered surveyors offering a full range of property advice in the Centre of London specialising in Midtown and Southbank. The firm is celebrating 210 years of independence: founded in 1799. Farebrother acts for funds, estates, property companies, occupiers and private individuals, including Scottish Widows, PRUPIM, The Governing Body of Rugby School and Delancey.

Midtown

The Midtown area market broadly extends to Euston Road in the North, the Thames in the South, St Paul's in the East and Trafalgar Square in the West. Major occupiers include Deloitte, Lovells and Warner Bros. The proportion of occupiers from creative sectors; fashion, media, internet and IT has increased in recent years, with brands such as Grey London, McCann Erickson, Agent Provocateur and Alexander McQueen relocating to Midtown.