

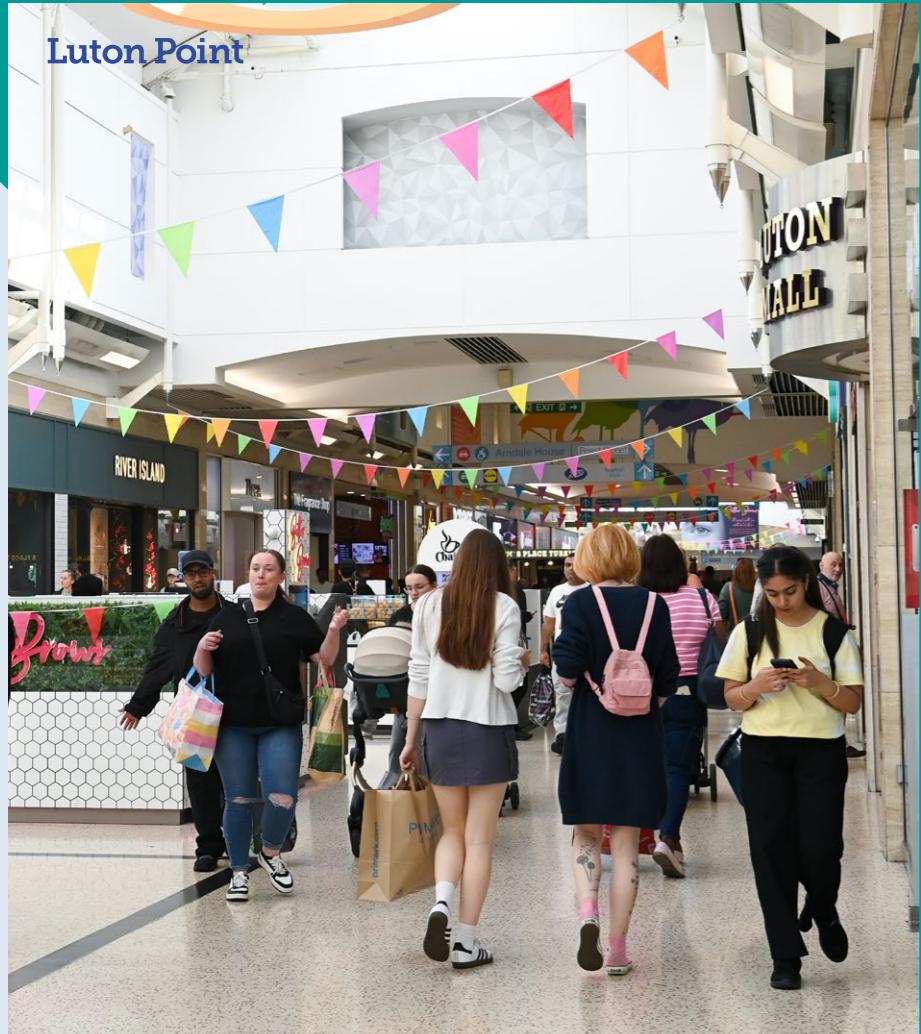
Luton Point



A new direction

Following the purchase of The Mall Luton in 2023, the new owners are relaunching the shopping centre, building on the inherent strength of the retail offer and adding new exciting brands including an elevated Sports Direct/USC store.





Clarks

H&M



Boots

T·k·maxx



PRIMARK®



Superdrug 

**SPORTS
DIRECT**



RIVER ISLAND



DEICHMANN



Highlights

The strength of Luton as a brand and a trading location

Home to: **easyJet**



**SPORTS
DIRECT**

New store
65,000 sq ft

PRIMARK®

Upsized
Additional 10,000 sq ft
of sales area

RIVER ISLAND

Upsized
17,000 sq ft

wilko

New store
3rd store in the UK
to reopen



LIDL

New store
20,000 sq ft
100,000
customers per month



Recent lettings to:

Clarks



**MINI
SOU**

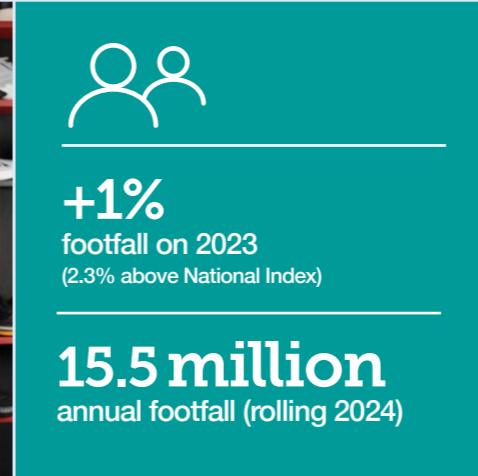
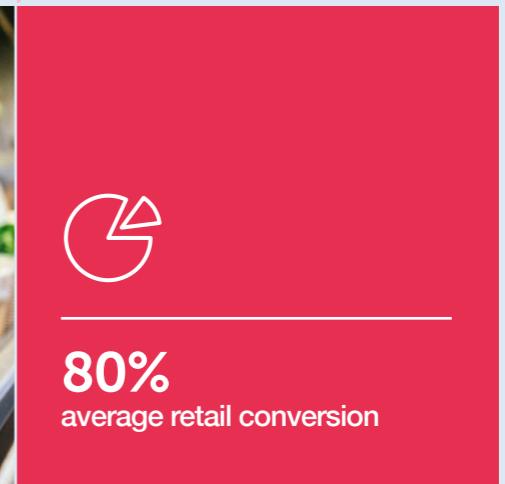
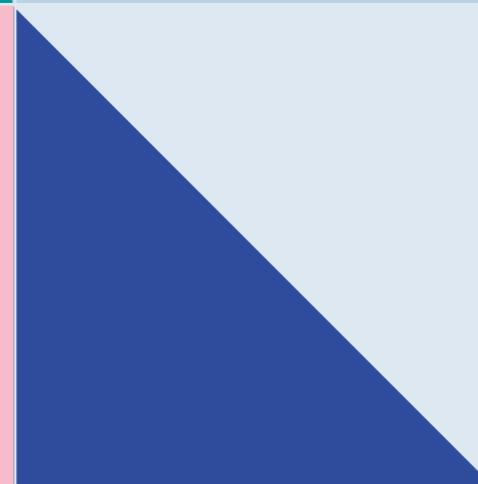
POPEYES

Foot Locker

Upsized

New 8,000 sq ft store

Key Statistics

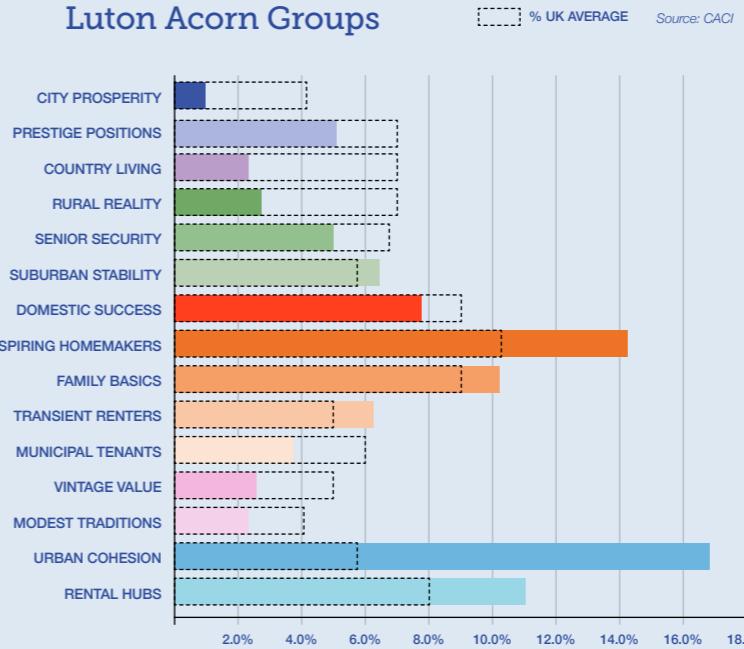


KEY STATISTICS

Catchment and demographics



Luton Acorn Groups



3rd
youngest population
in the UK

20%
under 16 years





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