



UNIBAIL-RODAMCO-WESTFIELD

**PRESS RELEASE**

**10 November 2021**

## **WESTFIELD LONDON WELCOMES AMAZON 4-STAR**

**10 November 2021:** Unibail-Rodamco-Westfield (URW) welcomes Amazon 4-star store, the second in the UK, to Westfield London in Shepherd's Bush. Bringing the Amazon.co.uk experience to a physical format, the 5,000 sq. ft. store delivers a curated range of products which are rated 4 stars and above, are top sellers, or are trending on Amazon.co.uk. With a selection of items from the top categories across Amazon.co.uk including consumer electronics, toys, games, books, kitchen, home, and more, customers are sure to discover something they will love.

Westfield London, the largest retail destination in Europe is *the* choice for new and emerging retail formats and first to the UK concepts. Recent launches include Situ Live where customers browse instore, but all purchases are made via QR code and partnerships with online brands creating physical consumer spaces such as Netflix and TikTok. In addition to digital brands launching physical stores, Westfield centres are leading the way with other emerging categories including 'innovative auto' with Genesis Studios and UFO Drive and 'competitive socialising' with everything from mini golf to baseball and ping pong being part of a day out at a Westfield centre.

**URW's UK leasing director, Kate Orwin,** said: "We are delighted to welcome Amazon's 4-star store to Westfield London. 'Digital Bricks', the creation of physical stores with technology at the core, is a growth area for our category mix. Our 'How We Shop – What's Changed' research revealed that 89% of Londoners are interested in in-store shopping technology and innovations and we know that our customers are looking for new and exciting retail experiences - this is another great example of how we're delivering that."

Shoppers are opening their minds to new ways of discovering products that are right for them via new retail technology and innovations with 61% of retailers using apps to improve the in-store customer experience. Consumers want the convenience and fast-paced benefits of online, integrated with the real-life experiences of in store. The arrival of Amazon 4-star will deliver a great new shopping experience for Westfield customers.

**ENDS**

**For further information or imagery, please contact:**

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### **About Unibail-Rodamco-Westfield**

Unibail-Rodamco-Westfield is the premier global developer and operator of Flagship Destinations, with a portfolio valued at €55.0 Bn as at June 30, 2021, of which 86% in retail, 7% in offices, 5% in convention & exhibition venues and 2% in services. Currently, the Group owns and operates 85 shopping centres,



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including 53 Flagships in the most dynamic cities in Europe and the United States. Present on two continents and in 12 countries, Unibail-Rodamco-Westfield provides a unique platform for retailers and brand events and offers an exceptional and constantly renewed experience for customers.

With the support of its 2,900 professionals and an unparalleled track-record and know-how, Unibail-Rodamco-Westfield is ideally positioned to generate superior value and develop world-class projects.

Unibail-Rodamco-Westfield distinguishes itself by its Better Places 2030 agenda, that sets its ambition to create better places that respect the highest environmental standards and contribute to better cities.

Unibail-Rodamco-Westfield stapled shares are listed on Euronext Amsterdam and Euronext Paris (Euronext ticker: URW), with a secondary listing in Australia through Chess Depositary Interests. The Group benefits from a BBB+ rating from Standard & Poor's and from a Baa2 rating from Moody's.

For more information, please visit [www.urw.com](http://www.urw.com)

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