

**P R E S S R E L E A S E**

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**ICON OUTLET OPENS,  
BRINGING SHOPPING TO THE O2 FOR THE FIRST TIME**

The first phase of ICON Outlet at The O2, the 210,000 sq ft premium urban outlet developed by AEG and Crosstree Real Estate Partners, opened at 10 am today for two days of exclusive access via Priority for O2 customers. ICON Outlet will open to the public on Saturday, October 20, 2018.

ICON Outlet defines urban outlet malls, and brings a shopping experience to the world’s number one entertainment venue for the very first time. Designed by CallisonRTKL, ICON Outlet boasts a premium-led offer, launching with a brand mix that brings consumers the most relevant, inspiring fashion, lifestyle, and accessory brands. These include the first Cheaney Shoes outlet store, Aspinal of London, GANT, James Lakeland, Hobbs, Kurt Geiger, G-STAR Raw, Ted Baker, Guess, Jack Wills, Levi’s, Pepe Jeans London, Phase Eight, Cath Kidston, Gap, The Cosmetics Company Store, Lindt, Clarks, Karen Millen, Radley,OSPREY LONDON, and many other leading brands.

ICON Outlet’s offer is organised into a series of key themes, each reflecting consumer trends, and behaviour. ‘Best of British’ offers quality and heritage; ‘Global fashion’ supplying premium brands from across the globe; ‘Beauty and accessories’ is the port of call for cosmetics and accessories; and ‘Sports and lifestyle’ offers some of the most exciting names in athleisure. Complementing the retail offer, and reflecting its position inside The O2, ICON Outlet will also host a range of experience-led services, including personal shoppers and stylists, hands-free shopping, and unique event shopping packages.

Speaking on behalf of AEG and Crosstree, Marion Dillon, Leasing Director for ICON Outlet, said: “ICON Outlet offers the choice and value of e-commerce alongside the experience and service provided by the best of bricks and mortar retail. Its four key themes encapsulate the demands of next-generation consumers, enhancing the world’s most popular music and entertainment venue by truly merging retail, leisure, dining, and entertainment for the very first time. ICON is the most relevant and exciting development to open in the capital for a number of years, and marks the first urban outlet for central London.”

Rajesh Agrawal, Deputy Mayor of London for Business, said: “The O2 has a global reputation as an entertainment destination and makes a massive contribution to London’s economy of 8,700 jobs and £840m expenditure each year. The opening of the new ICON outlet underlines the continuing investment by AEG and Crosstree into The O2 and the regeneration of the wider Greenwich area – and is further proof that London is open for business.”

ICON Outlet is just 15-minutes from central London and, served by the Jubilee Line, MBNA Thames Clippers and the Emirates Air Line, it is easy to reach for the majority of the capital’s ten million population, as well as the 31 million domestic and foreign visitors to London every year.

With the launch of ICON Outlet, visitors to The O2 are now able to enjoy a 360-degree experience that fuses retail and entertainment. ICON Outlet has been developed to appeal to a cross-section of key consumers, the residential catchment, current visitors to The O2, city workers and London’s tourists. When the second phase opens next spring, ICON Outlet will consist of 85 stores and eight restaurants, cafés, and bars.

CBRE and CWM are the retail leasing agents for ICON Outlet.

**Ends**

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**About The O2**

The O2 is the world’s most popular music and entertainment venue. Since opening in 2007, it has been visited by more than 70 million people and picked up awards including: Venue of the Year at the Music Week Awards, Venue of the Year at the Event Awards, Venue of the Year at the AEO Awards, Pollstar International Arena of the Year (for the tenth time), Venue Team of the Year at the Event Awards, Best New Major Concert Venue, Venue of the Year at The Event Services Association and Favourite Venue at the TPI Awards.

In addition to the arena, The O2 is also home to indigo at The O2, a live performance space; Up at The O2 – an experience that allows visitors to walk across the iconic roof; a vast multi-screen Cineworld complex; the 12-lane boutique Hollywood Bowl; The Avenue, which features 26 bars and restaurants and several upcoming attractions including ICON Outlet, ‘Mamma Mia! The Party’, an immersive theatrical and dining experience and Oxygen Freejumping trampoline park.

**About AEG**

Headquartered in Los Angeles, California, AEG is the world's leading sports and live entertainment company. With offices on five continents, AEG operates in the following business segments: **AEG Facilities**, which is affiliated with or owns, manages or consults with more than 120 preeminent arenas, stadiums, theaters, clubs and convention centers around the world including The O2 Arena, the Sprint Center and the Mercedes-Benz Arenas; **AEG Presents**, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals; **AEG Real Estate**, which develops world-class venues, as well as major sports and entertainment districts like STAPLES Center and L.A. LIVE; AEG Sports, which is the world's largest operator of sports franchises and high-profile sporting events; and **AEG Global Partnerships**, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands and its integrated entertainment districts, AEG entertains more than 100 million guests annually. More information about AEG can be found at [www.aegworldwide.com](http://www.aegworldwide.com/).

**About Crosstree**

Crosstree Real Estate Partners is a private real estate investment firm with a focus on the UK market. Founded in 2011 and based in London, Crosstree seeks properties in dynamic mixed use areas that require significant capital investment and offer compelling long term prospects through active repositioning and quality design. Crosstree’s portfolio includes a variety of projects across London including office properties, retail and leisure space, hotels and residential development. In addition to The O2, some of Crosstree’s most significant projects include The Berkeley Estate (a collection of mixed-use buildings in Mayfair opposite The Ritz), The Standard, London (a 270-bedroom hotel under development in King’s Cross), and The Bower, Shoreditch (a 400,000 sf office-led redevelopment on Old Street Roundabout). We concentrate on a few exceptional schemes at any one time, and seek to work with best-in-class partners, professionals and designers.

Further information can be found at www.crosstree.com.