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Ocean Terminal Lands Prestigious Streetwear Brand Superdry

Edinburgh based shopping centre Ocean Terminal has shown its resilience in the current economic climate by securing the UK's biggest single branch of designer streetwear outlet Superdry.

The new 6000sq ft store - Superdry's largest stand alone premises in Scotland – is due to open in August, moving into three units on the centre's upper level formerly occupied by The Sky Restaurant. The deal underlines Ocean Terminal's burgeoning reputation as one of Scotland's leading shopping centres.

Commenting on Superdry's move to Ocean Terminal, Nicola Harmon, Forth Ports Head of Asset Management which co-owns the shopping centre said: "We're delighted to welcome Superdry to Ocean Terminal. Superdry is an exciting brand and this new store – it's largest in the UK – would be a coup for the centre at the best of times. Taking on a new retail operator of this magnitude in the current trading environment is tremendously rewarding for the Ocean Terminal team. We look forward to working with them to get them open for trading sometime over the summer."

The capture of Superdry spells further good news for Ocean Terminal coming on the back of a healthy Easter trading period and figures showing the centre's overall footfall up 1 per cent on the equivalent first quarter of 2008.

The Superdry brand currently retails in Scotland via concessions in: Cult clothing, House of Frasers and Jenners. The new premises at Ocean Terminal will be its largest stand-alone store in the country.

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Notes to editors

Ocean Terminal houses half a million sq ft of shopping and leisure on three floors, 1600 free car parking spaces, over 75 stores, bars and restaurants, and a 12 screen cinema. Just 10 minutes from the City Centre, Ocean Terminal is at the very heart of the dynamic regeneration of Edinburgh's waterfront.

In addition to many of the UK's foremost high street stores, unique boutiques and a spa, the centre also boasts a superb selection of restaurants and cafés overlooking the Firth of Forth.



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Not only does Ocean Terminal play host to an ever-changing programme of events and exhibitions, but it is also home to one of the country's most popular tourist attractions, The Royal Yacht Britannia.

Superdry is a global company with stores in around 22 countries. Ranging from Germany – Italy

Superdry stores around the UK include: St Ives, London, Leamington Spa, Gun Wharf, Crawley, Bristol, Bath

At House of Fraser's flagship Oxford Street branch, London Superdry accounts for almost as much revenue as Ralph Lauren - historically the stores most successful concession.