



MOSS BROS.
NOW OPEN

next
RIVER ISLAND
UPSIZED

PRIMARK®
OPENING 2015

The Fort Shopping Park Birmingham



www.thefort.co.uk / Over 40+ key brands / Circa 300,000 sq ft / 2,000 FREE car parking spaces / The premier shopping park in the West Midlands



Are you thinking of opening stores at the UK's premier fashion / shopping parks? Here are the Key credentials of The Fort Birmingham....

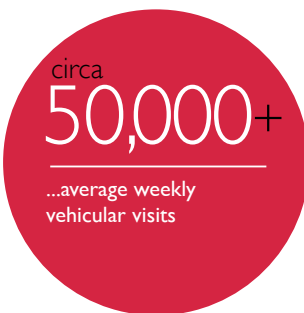
Circa 300,000 sq ft of retail floor space, 2,000 free customer and staff car parking spaces, 40 plus trading brands. A strong fashion and comparison retail mix, supplemented by a very positive cafe and restaurant offer. Open 7 days a week, with extended evening opening hours backed up by a strong web presence, see www.thefort.co.uk

Many fashion retailers regard The Fort as part of a key four centres representation strategy for the West Midlands conurbation, trading the Fort alongside Birmingham City

Centre, Solihull and Merry Hill. The Fort serves an extensive catchment area to the North East and West of Birmingham City Centre and sits both complimentary to and somewhat differentiated to the other three centres.

What is the secret of success? The Park has continued to receive both landlord and retailer investment and has evolved to match changes in shoppers attitudes and requirements. Next and River island have super-sized, and with Primark set to open in 2015, fashion anchors are very strong.

Schuh and Moss have opened in 2014, following on from openings by H&M, Foot Asylum, and Bank in recent years.

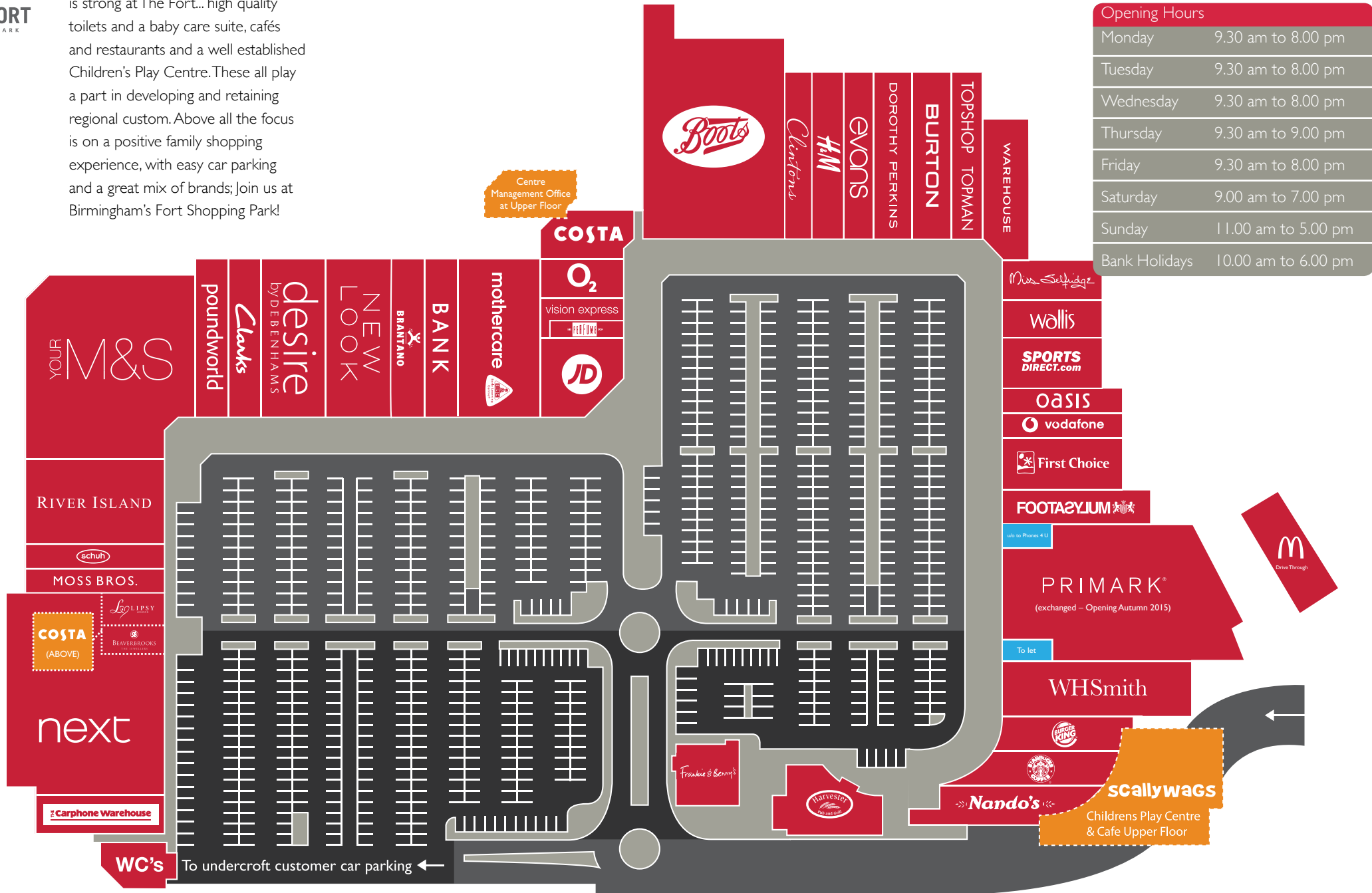


The customer facilities and focus is strong at The Fort... high quality toilets and a baby care suite, cafés and restaurants and a well established Children's Play Centre. These all play a part in developing and retaining regional custom. Above all the focus is on a positive family shopping experience, with easy car parking and a great mix of brands; Join us at Birmingham's Fort Shopping Park!

2,000 FREE Car Parking Spaces

Opening Hours

Monday	9.30 am to 8.00 pm
Tuesday	9.30 am to 8.00 pm
Wednesday	9.30 am to 8.00 pm
Thursday	9.30 am to 9.00 pm
Friday	9.30 am to 8.00 pm
Saturday	9.00 am to 7.00 pm
Sunday	11.00 am to 5.00 pm
Bank Holidays	10.00 am to 6.00 pm





Aerial photo taken before development of Frankie & Benny's and Harvester





agents...



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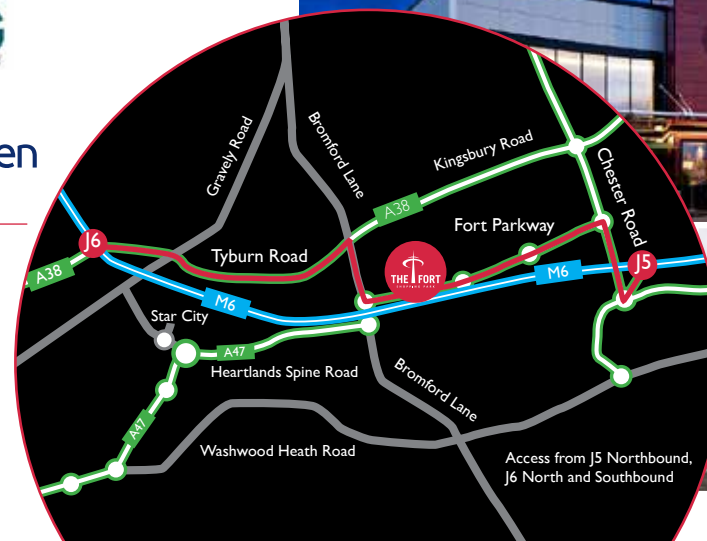
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owners...



sat nav / B24 9FP web / www.thefort.co.uk

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