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Primark to open east Oxford Street store

Annabel Dixon 05/08/2010 09:04

Budget fashion chain Primark is to open in the former Zavvi store at the eastern end of Oxford Street, W1.

Primark has agreed a conditional contract with Oriana, the joint venture between Frogmore Real Estate and Land Securities, to take 141,000 sq ft of space. Primark will trade from 85,000 sq ft.

Oriana's buildings comprise the former Zavvi store, a new build shop at 18/24 Oxford Street, space previously occupied by Sportsdirect.com, as well as a shop on Tottenham Court Road.

Construction started on site at the beginning of the year.

Frogmore's Paul White said that the "strategically important letting is an exciting development in the regeneration of the buildings and Oxford Street East and St Giles Circus".

He added that it would "redefine this end of the street in the same way as the Marble Arch end, following Primark's opening in 2007".

Paul Marchant, Primark's chief executive, said: "We are pleased to be part of this redevelopment plan and we hope that the new Primark store will act as a key catalyst for the regeneration of the Tottenham Court Road end of Oxford Street."

Richard Linnell of Land Securities said: "This deal is further evidence that for the right spaces in the right places, retailers are still keen to grow their presence and further cements the attraction of Oxford Street as a major retail centre."

Thomas Davidson represented Oriana; Harper Dennis Hobbs acted for Primark.

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