

# London Evening Standard

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## Business



**Hugo Duncan**  
05.08.10

### The police will be hoping there is no repeat of the Battle of Primark.

When the low-cost fashion chain opened its first store in Oxford Street in 2007, thousands of bargain-hunters queued for hours, fights broke out when the doors finally opened, and mounted officers were called in to restore the peace.

Three years on, Primark today unveiled plans to open a second shop there.

It will be located at the [Tottenham Court Road](#) end of the street, meaning Primark has stores on both the east and west edges of London's busiest high street.

Refurbishment of the site, owned by Frogmore Real Estate and [Land Securities](#) and formerly home to Virgin, Zavvi and Sports Direct, will be completed next summer, so Primark could open the store in time for [Christmas 2011](#).

The decision to lease the store at the eastern end of Oxford Street is the biggest sign yet that the rundown area will undergo a revival this decade.

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Fashion passion: battles at Primark's first Oxford Street store in 2007

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you buy cheap you twice

- Benjamin Muneton, London South Woodford,  
05/08/2010 23:24

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Good to see the Lancashire Cotton mills working again.

- mickinlondone; like you, I was just assuming?, london,  
05/08/2010 13:15

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Just can't get the material nowadays

- Jim, Leeds, 05/08/2010 11:57

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