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## **Primark book-ends Oxford Street with second vast shop**

The retailer will open a vast 85,000 square foot shop at the east end of the street in a development that includes a former Virgin Megastores outlet. The store will be opposite the new Crossrail-Tottenham Court Road tube station. The projects form part of a significant redevelopment of notoriously-dowdy east end of Oxford Street.

The opening means that Primark will effectively book-end London's largest shopping street with giant stores. In 2007 it opened a 70,000 square feet shop in a former Alders store at the street's west end.

Construction commenced on site at the beginning of the year and the base shell building will be completed by Oriana GP, a joint venture between Land Securities and Frogmore Real Estate Partners, by June next year.

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."

Primark has seen significant growth throughout the credit crisis, unlike many of its high street rivals. In July the chain said that it was having an "excellent" year. Like-for-like sales in its UK stores were estimated to have grown by 7pc over the 16 weeks to June 19.

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