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Primark to open second Oxford St store

A new Primark store is heading to Londons West End following a leasing agreement between the clothing retailer and Oriana.

Oriana, a 50/50 joint venture between Land Securities and Frogmore Real Estate Partners, has constructed 141,000 sq ft of retail space at the Tottenham Court Road end of Oxford Street - and Primark is set to use most of it for its second store in the popular shopping district.

The announcement comes just one week after New West End Company revealed its 2020 Vision for the famous London shopping hub, which includes a number of proposed changes to the so-called less fashionable east end of Oxford Street.

Paul Marchant, Primarks CEO, 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, Head of Investment Management at Land Securities, added: '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.'

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