

Press release

2 July 2020

New pop-up stores with sustainability aspirations in Westfield London

- **Loan of designer fashion at “By Rotation”**
- **Sustainable clothing at “Lone Design Club” with interactive tracking of delivery chain**

With “By Rotation” and “Lone Design Club” two new fashion pop-up stores whose business models resolutely set store by the topic of sustainability have taken up residence in Europe’s largest shopping centre, Westfield London. On 1 July “By Rotation” opened an outlet for two weeks in which designer fashion can be loaned at favourable prices. On offer are more than 300 different items of clothing and accessories. The digital platform of “By Rotation” is already used by more than 50,000 members. In addition, fashion and lifestyle influencers can exclusively use a studio in the Westfield store.

The second store results from a cooperation with “Lone Design Club”, which specialises in fashion pop-ups in London. Through to 4 July visitors to the centre can purchase sustainable fashionwear and lifestyle brands, while tracking the delivery chains of the products on a new interactive digital platform. It also offers courses and workshops on fashion and sustainability.

“Pop-up stores are an important element in the successful centre strategy of Westfield London,” explains Jens Böhnlein, Global Head of Asset Management at Commerz Real, which holds the shopping centre in the portfolio of its hausInvest open-ended real estate fund. “With their innovative concepts they are extremely attractive for visitors, thus contributing to an increase in the footfall and making shopping a unique experience.”

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Commerz Real AG

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