

A wide-angle, high-angle shot of a modern, multi-level shopping mall. The central feature is a large, open staircase with a glass railing, where many people are walking. The mall has multiple levels with walkways and railings. Various shops are visible, including Starbucks and Lego. The architecture is modern with large glass windows and a high ceiling. The overall atmosphere is busy and modern.

# VER/10

Aver Insight  
The launch of Battersea Power Station  
October 2022



# A much anticipated launch

- Closed for nearly four decades, and following a project 10 years in the making, the Grade II Listed building has relaunched as a mixed-use destination
- At its peak it created one-fifth of London's electricity, and its landmark status within the capital has created a lot of interest in this major repurposing
- It is now home to more than 100 shops, nearly half a million sq ft of offices, and over 250 flats



# High-end retail to the fore

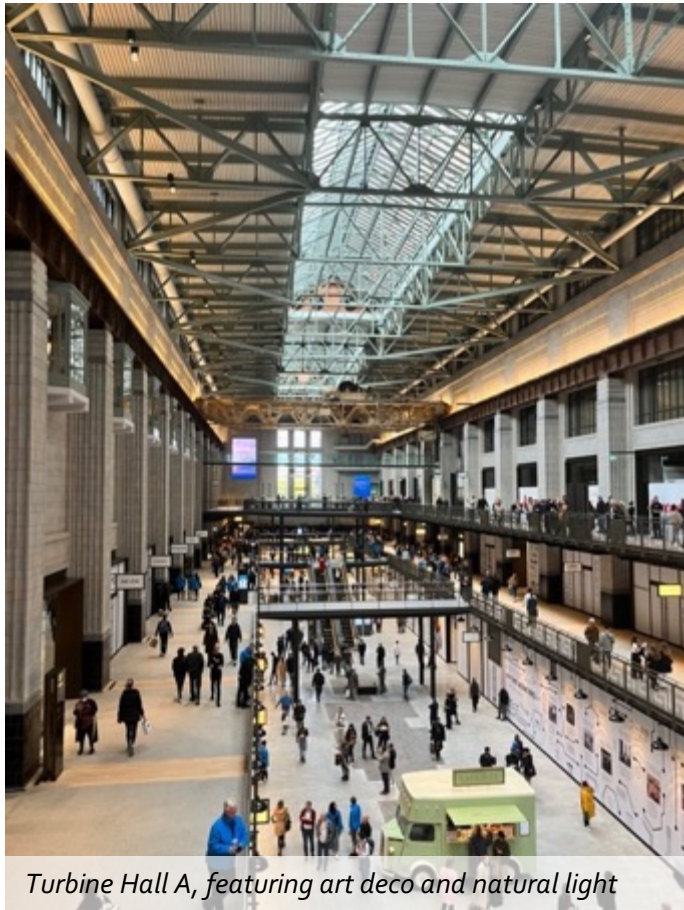


- The Ground Floor, on both sides the most prominent entrances to the scheme, has a collection of premium brands
- Watches and jewellery take key locations from the southern entrance, featuring the likes of TAG, Omega, and Rolex
- Breitling also has a dedicated boutique around the corner, featuring a kitchen concept, creating a greater sense of experience as part of the high-end offer
- Turbine Hall A (the western mall) comprises mostly high-end retail, from the likes of Ralph Lauren, Lacoste, and Mulberry

*The view from the south Ground Floor entrance, with Omega and Rolex*



# Retail and design segmentation



*Turbine Hall A, featuring art deco and natural light*



*Turbine Hall B, with 1950s brutalism styling*

- An effort has been made to differentiate areas within the Power Station
- Turbine Hall A makes the most of natural light, with art deco touches and its line-up of premium retailers
- Turbine Hall B (the east side of the Power Station) is said to be a relic of 1950s brutalism, featuring a more varied, mid-market retail mix and the cocktail bar at Control Room B, and noticeably lower lighting

# Experience will also play its part

*The Genesis car showroom*



- There is also a clear focus on showrooming, beyond the watches and jewellery market
- Relative newcomer to the UK car market Genesis, electric car company Polestar, and a pop-up for electric motorbike manufacturer Maeving, all join VanMoof for vehicle and transport experience



*The Breitling showroom, complete with kitchen concept*



# Enough for locals

- Battersea Power Station isn't just for dedicated visits from a broad catchment, there is plenty for the thousands of local residents
- Electric Boulevard will provide a high street style function, already housing Korean supermarket Oseyo and food from Leon
- A new concept from M&S Food is on the way, supplementing a currently limited grocery offer
- A health club, Third Space, is also due to launch in 2023



*Electric Boulevard*

# Nods to history, and the local area

- Beyond design elements, there is strong reference throughout the Power Station to its history
- A new app, Bright Sparks Trail, will take users through trivia, quizzes, and missions around the area, to learn more about its heritage
- A 'Power of Place' exhibition is in situ at the northern end of the scheme, where visitors can read more and gawk at 3D models of the Power Station



*A design feature on the Ground Floor*



# Biggest Zara in the UK



- The new Zara flagship, on Electric Boulevard, is the brand's largest commercial space in the UK
- It is aesthetically similar to recent flagship openings, with a distinct focus on online integration
- The layout feels inspired by department stores, in terms of the customer flow, merchandising, and separation of departments

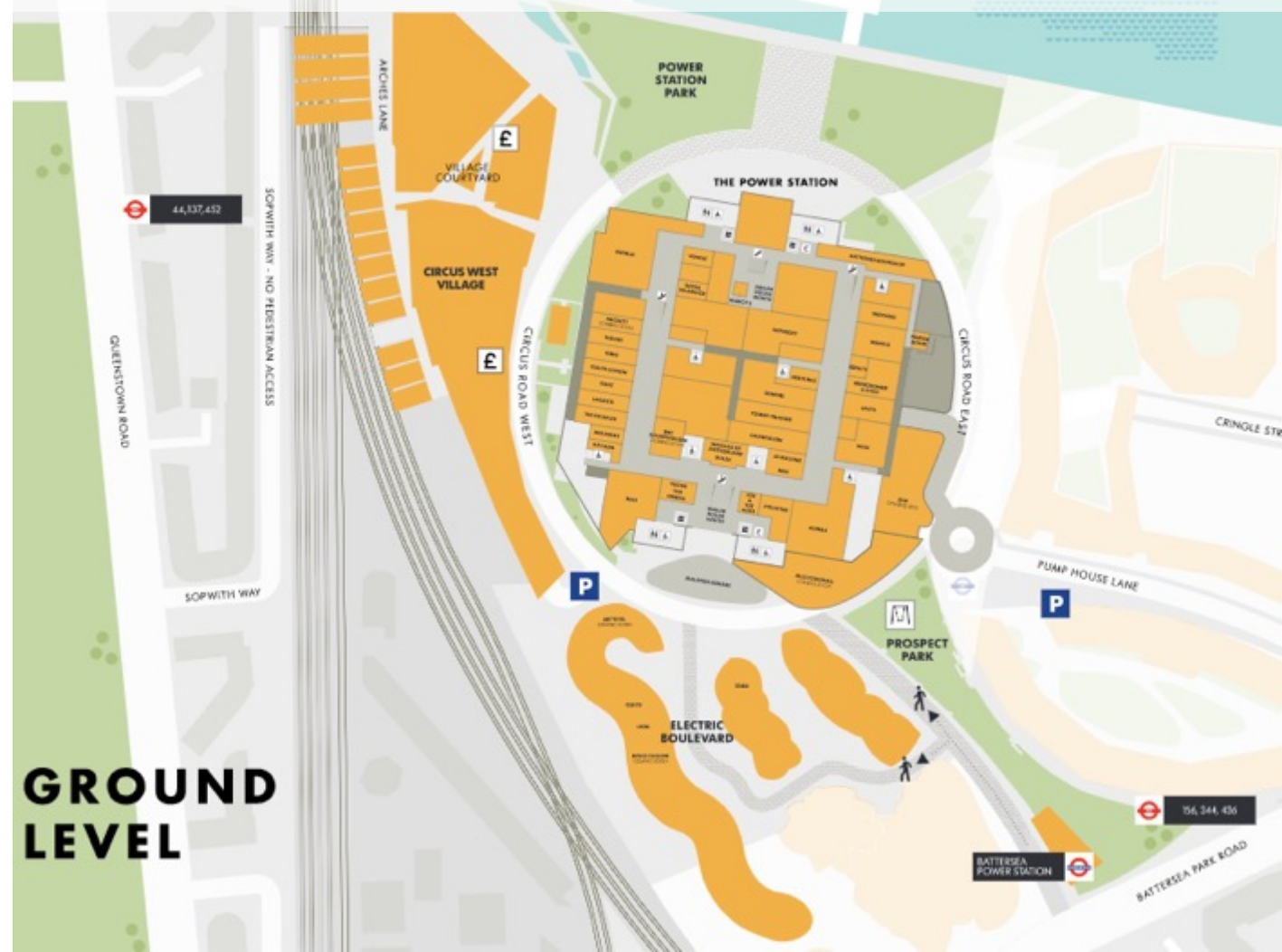




# Opening up the wider site

- Since the start of redevelopment around the Power Station site, the area has been difficult to navigate
- With the opening of the Power Station, the surrounding area feels more open, with new public realm and pathways
- The result is a wider site that is genuinely connected, from the railway archways near Battersea Park down to the new underground station
- The map to the right shows this, showing the pedestrian permeability through the scheme

*The site plan of Ground Floor level, showing easy permeability from the railway arches in the north-west, to the Power Station, and down to the underground*





# Vacancies detracting from the moment?

*Some units have branded hoarding with promise of things to come, but other areas of the scheme appear vacant*



*Lumen Lane, which will benefit from M&S Food Hall on the left and more enlivenment on the right, where Zara is*

- On Electric Boulevard, Zara sits opposite a row of units, many of which have hoarding with no clear sign of what's to come
- An underpass called Lumen Lane, between Zara and the incoming M&S Food Hall, needs enlivenment on both sides
- Significant hoarding is up within the Power Station, particularly in Turbine Hall A, though this is to be expected to an extent with a brand-new development



# F&B not yet inspiring

- Considering the premium line-up of retail, the F&B within the Power Station feels more mass market – Starbucks, Pret, and Joe & The Juice have taken key units near the scheme's main entrance
- However there is good variety, covering popular and relevant concepts like plant-based (Clean Kitchen Club), poke (Poke House), cocktails (Control Room B) and pastry / sweet treats (Laduree, Crosstown, Paris Baguette)
- Also it should not be forgotten that this is part of a wider Battersea masterplan, with plenty of drinking and dining establishments nearby



*Control Room B, the all-day bar from Inception Group, was incredibly busy during launch weekend and provides a point of difference for the F&B offer*



# But the best is yet to come...

- An exciting enough collection of retailers, restaurants, and experiences launched on 14 October, with the promise of more on the way
- Chief among that is the LIFT 109 glass elevator, taking guests over 100 metres up one of the chimneys, for panoramic views of London
- There will also be an Arcade Food Hall in 2023, following the success of JKS' takeover of the Tottenham Court Road site
- More leisure is incoming, from competitive socialising concept Bounce and a boutique cinema



*JKS will introduce Arcade in 2023, after their successful takeover this year of the original site*



*Lift 109 promises panoramic views across London*

## ...and there's a lot to like ahead of Christmas



- The current crop of retailers will no doubt appeal to Battersea's affluent catchment, as we approach peak Christmas shopping
- In November, an ice rink and additional activations will come to the Power Station, from the team behind Hyde Park's Winter Wonderland



# An exciting addition to London, at a crucial time

- The greatly anticipated repurposing of Battersea Power Station certainly delivers excitement
- The opening ahead of Christmas comes at an important time for physical retail, with the ongoing cost of living crisis likely to impact seasonal spend
- Its focus on premium brands appears to suit the catchment, and it makes for an aspirational retail-led environment, something not found elsewhere south of the River Thames with target customers likely to be less impacted by inflation pressures
- The F&B and leisure is playing catch up, but should create a comprehensive offer when more of the scheme opens in 2023





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