



OVER/10

Aver Insight
UNIQLO and Theory's new Regent Street store
April 2022

About the UNIQLO & Theory joint store



- Sister brands UNIQLO and Theory opened a joint central London flagship on Regent Street on April 21st 2022
- The 20,450 sq ft store, located at 101-113 Regent Street, is being described as UNIQLO's 'most significant store to date', and reinforces the Japanese retailer's commitment to the UK
- The store is set across three floors, with Theory utilising the ground floor and separate entrance

Why Regent Street?

- Regent Street was one of the first locations that UNIQLO opened outside of Japan 20 years ago, so holds a special significance for the brand as the beginning of its journey to the UK market
- The new store has been designed to reflect the 'Spirit of London' and highlight the importance of offering more accessible and sustainable clothing



History of 103-113 Regent Street



- The new store is located in a 19th century Grade II listed building, which includes a Grade I listed dome space on the lower ground floor
- This space was a fully operational barber shop in the 1920s, and now houses UNIQLO's Masterpiece collection



UNIQLO & Theory joint store



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Theory & The Repair Studio



- The Theory side of the store uses natural materials such as cork and clay
- Theory worked with architectural studio Sybarite to create a sculpted and curvaceous space
- The store includes a repair studio in which customers can experience simple and elevated repair services based on the Japanese sashiko stitching technique
- This very old tradition encourages customers to mend, embellish and upcycle clothes for longevity, reinforcing the brand's sustainability ethos

RE-UNIQLO



At last count, our circular sustainability program has successfully recycled 620,000 used down garments into new clothing.

- The store will also house repair and recycle bins for consumers to contribute to the RE-UNIQLO circular programme, and donate to UNHCR, the UN Refugee Agency, as part of the brand's partnership and upcycling project with local students at Central St Martins



Making headlines

In pictures: Uniqlo and Theory's new joint Regent Street store



In Pictures: Uniqlo and Theory's new joint store on Regent Street



Fast Retailing Reaffirms Confidence in London's West End With Uniqlo, Theory Joint Store



Store gallery: Uniqlo and Theory join forces to celebrate 'spirit of London'



First look: Uniqlo and Theory's new Regent Street store



Impact on retail and the high street



- Opening a joint flagship in a prime location such as Regent Street reinforces the importance of the high street bricks and mortar presence, with both brands seeing it as a vital component to their brand journey's and exposure within the UK
- It poses a question as to whether other brands can follow in the same footsteps, and whether it's a potential solution for larger units such as empty department stores to showcase two or three brands, rather than just the one

Collaborations are the way forward

- Collaborations are ultimately the way forward, so there could be an opportunity for multiple brands, whether they are within a group or sister brands, like UNIQLO and Theory, to take these spaces
- This could also be stretched to the beauty market – department stores were the go-to place for high-end beauty retailers, and these 100,000 sq ft units could be split into an arena of brands under one roof, all with their own personal styles, interior designs, and décor



Opportunities



- Larger, more established brands also have the ability to partner with smaller, independent brands, allowing them the opportunity to share flagship spaces in iconic locations and be part of a bigger and more impressive space
- There have been lots of discussions in the media regarding the struggles of leasing such large units, but instead of relying on one brand to take the flagship space, the perceptions around what a 'flagship' could mean for two brands raises some thought

Final thoughts



- The store is impressive and is able to showcase a vast amount of UNIQLO's collection in visually engaging and pleasing ways, such as its jeans and shirt displays, and the repair studio and recycling emphasis make great additions
- The use of flowers and architectural design weaved throughout the store makes it feel slightly more luxurious compared to other locations, particularly with Theory's stripped back and natural design
- Even though Theory is part of the store, it still felt as though it was a UNIQLO flagship with Theory added on, rather than being a cohesive flagship space. As mentioned previously, this leads to questions about whether other brands could incorporate a similar vision and bring fresh and new brands to the high street under one roof

VER/10

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