

THIS IS



nashbond



WHERE  
**VILLIERS<sup>ST</sup>**

LONDON

WE MAKE

IT HAPPEN

VILLIERS<sup>ST</sup>

Welcome to Villiers Street

# YOUR GRAB 'N' GO DESTINATION

## IN THE MOMENT, ON THE GO.

Villiers Street is evolving, adapting, and changing to meet the needs of its ever-busier consumer. Situated next to London's famous Gordon's Wine Bar, the collection of 10 retail / F&B units makes up the core of the wider Villiers Street offering and is focused on becoming the grab 'n' go destination.

Located between Embankment Tube and Charing Cross Station, Villiers Street boasts one of the highest footfalls in London with a local workforce of over 5,000 employees – largely from the top five most affluent acorn categories.

Villiers Street has begun working with its existing tenants through a number of initiatives to further improve the overall consumer experience.



**LOCATED  
BETWEEN  
EMBANKMENT  
TUBE AND  
CHARING CROSS  
STATION**



**SITUATED  
NEXT TO  
LONDON'S  
FAMOUS  
GORDON'S  
WINE BAR**



VILLIERS STREET  
IS HOME TO OVER 5,000  
LOCAL EMPLOYEES

★ PRET ★

GORDON'S  
WINE BAR  
EST. 1890

FIVE  
GUYS

itsu

DOUGHNUT  
TIME

THUNDERBIRD  
FRIED CHICKEN

BUNSIK 분식

IPPUDO

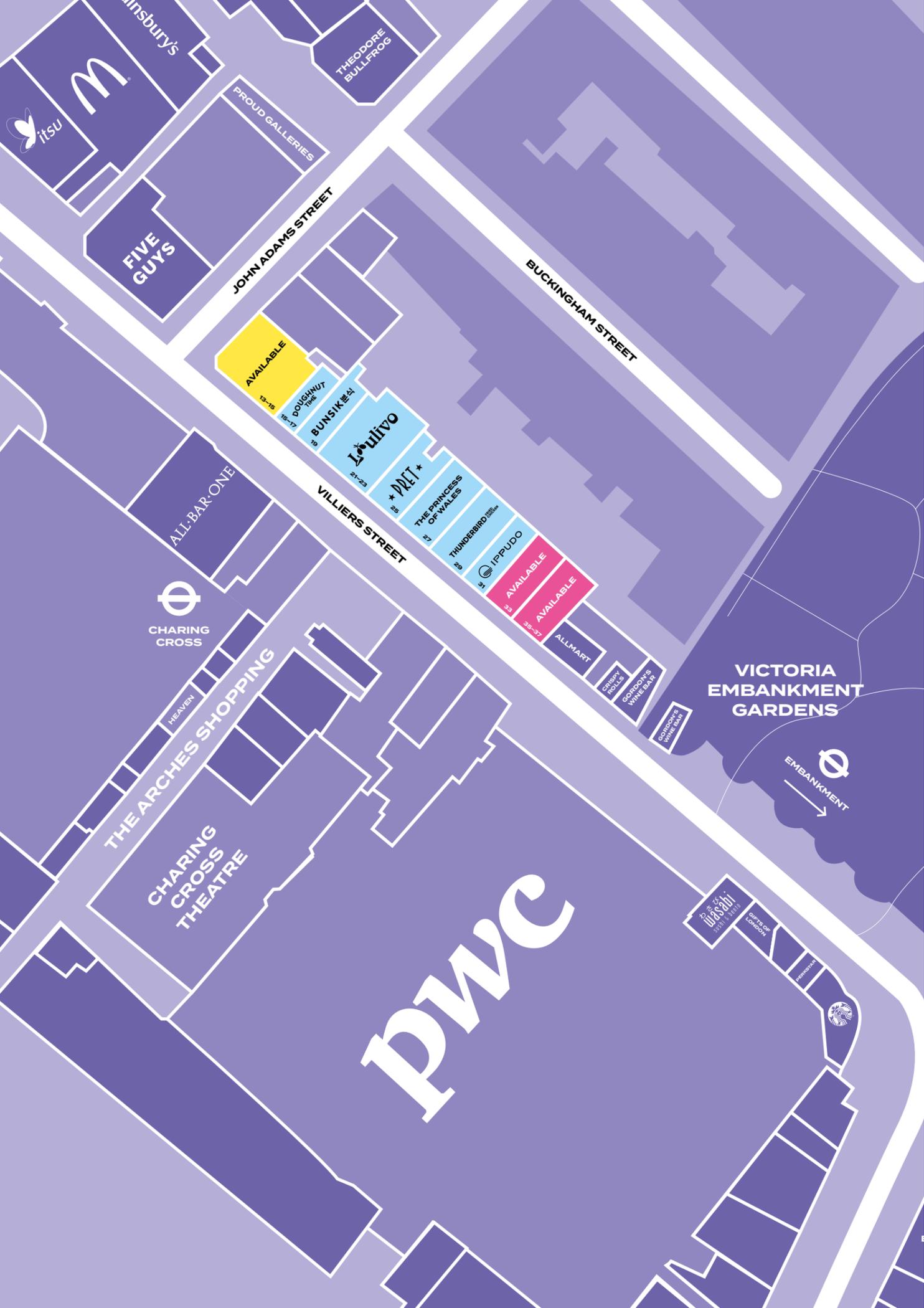
HOUSEHOLD  
NAMES  
POST-WORK AND  
LATE-EVENING  
ACTIVITY



GRAB 'N' GO  
EARLY MORNING  
RUSH FOR CITY  
WORKERS

LUNCH  
WITH A VIEW  
PARK  
OVERLOOKING  
THE THAMES  
AND LONDON'S  
FAMOUS SOUTH  
BANK





Activations

# SUPPORTING OUR TENANTS



The landlord understands the importance of supporting Villiers Street tenants. There is a regular activation programme designed to boost activity and engage consumers with both the Villiers Street brand and tenant offers.

Seasonal marketing campaigns, food blogs, and 'Meet the Street' campaigns strengthen relationships between tenants and the public.



**DESIGNED TO BOOST ACTIVITY AND ENGAGE CONSUMERS WITH THE VILLIERS STREET BRAND AND TENANT OFFERS**



VILLIERS<sup>ST</sup>

Location

# PRIME POSITION

## ICONIC SURROUNDINGS.

Surrounded by a host of theatres, restaurants and iconic landmarks, Villiers Street is part of the fabric of London's bustling tourist trade.

Somerset House, Kings College, The Savoy, and Trafalgar Square are all within walking distance.

CACI Research

# 37%

OF VISITORS FROM  
THE 5 MOST AFFLUENT  
ACORN CATEGORIES

# 19M

OVER 19 MILLION  
VISITORS TO LONDON  
EVERY YEAR



IN GOOD  
COMPANY  
SURROUNDED  
BY A HOST OF  
ICONIC  
LANDMARKS

VILLIERS<sup>ST</sup>

Walking Distance

# WITHIN EASY REACH

## CONNECTIVITY

Nestled in the heart of the Northbank, Villiers Street remains one of the best commuter F&B destinations in London. With Leicester Square, Covent Garden, and the West End within walking distance, Villiers Street thrives year round.



# 350 YEARS IN THE MAKING

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