

THIS IS



nashbond



WHERE
VILLIERSST

LONDON

WE MAKE

IT HAPPEN

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**



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

**VILLIERS STREET
IS HOME TO OVER 5,000
LOCAL EMPLOYEES**

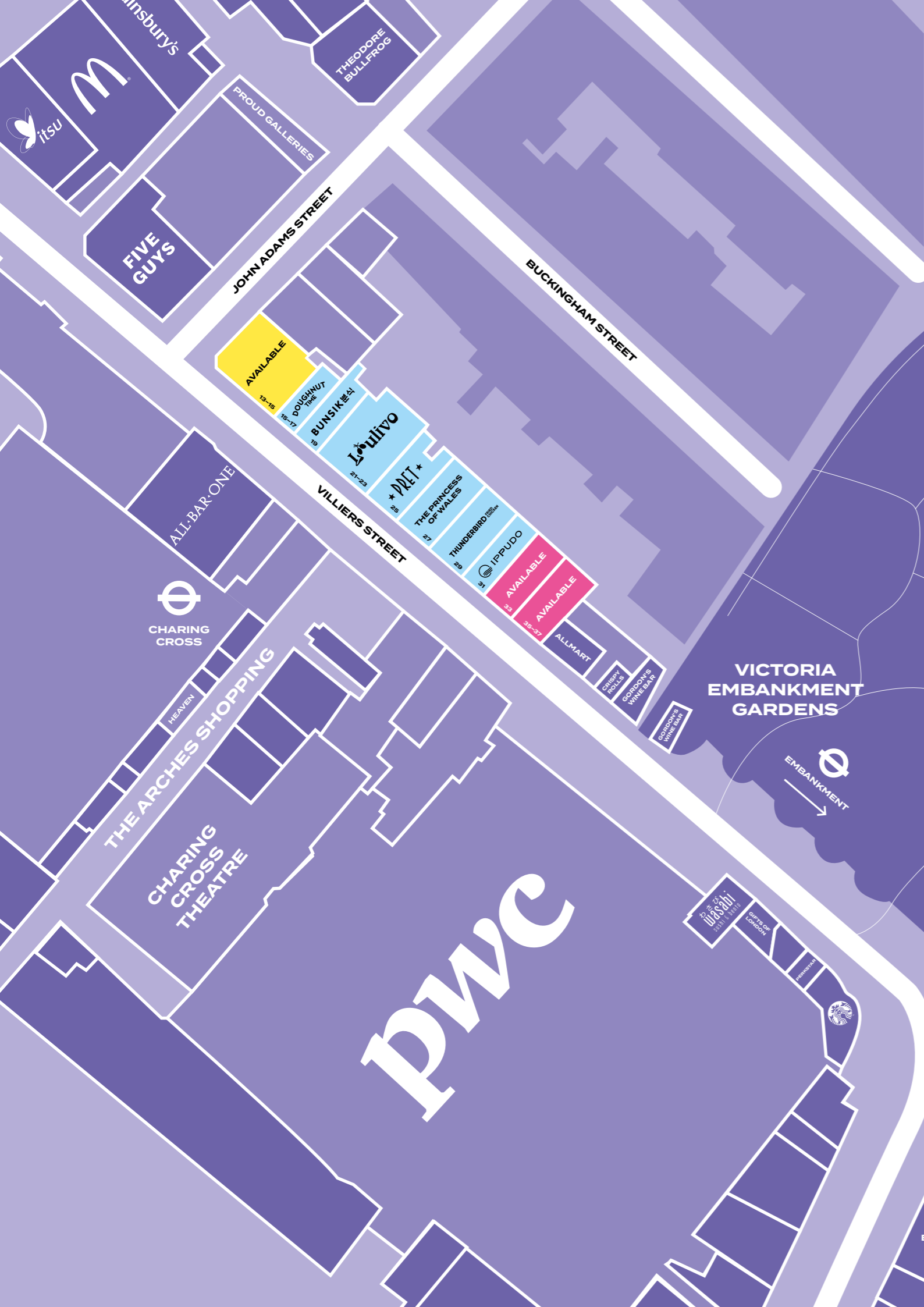


**HOUSEHOLD
NAMES
POST-WORK AND
LATE-EVENING
ACTIVITY**



**GRAB ‘N’ GO
EARLY MORNING
RUSH FOR CITY
WORKERS**





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**



VILLIERSST

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



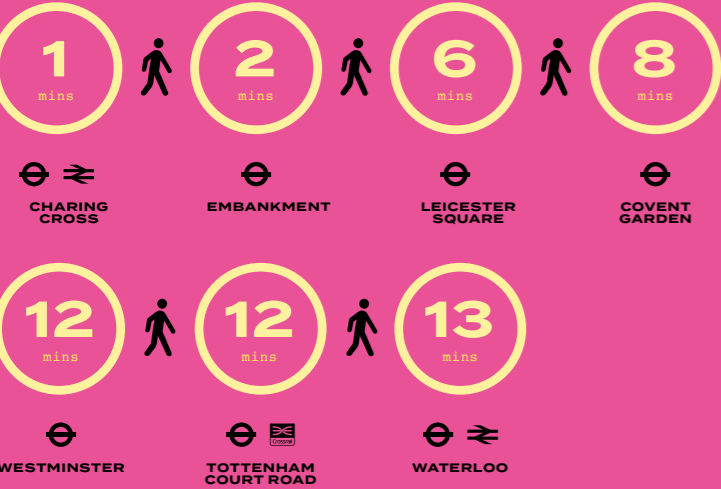
IN GOOD
COMPANY
SURROUNDED
BY A HOST OF
ICONIC
LANDMARKS

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.



VILLIERS STREET
340,655
WEEKLY AVERAGE
FOOTFALL
2019/2020

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350
YEARS
IN THE
MAKING

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