

A NEW --- LIGHT

Westfield
LONDON

THE --- VISION

VERY ECLECTIC, VERY BOLD, VERY LONDON

Westfield London is an innovative and dynamic place for a new generation of consumer to shop, to eat, and to meet.

Indulgence is no longer the preserve of the very rich, or the elite. Luxury is now attainable and democratic, and, in understanding this, Westfield heralds a new order for the way London has traditionally shopped.

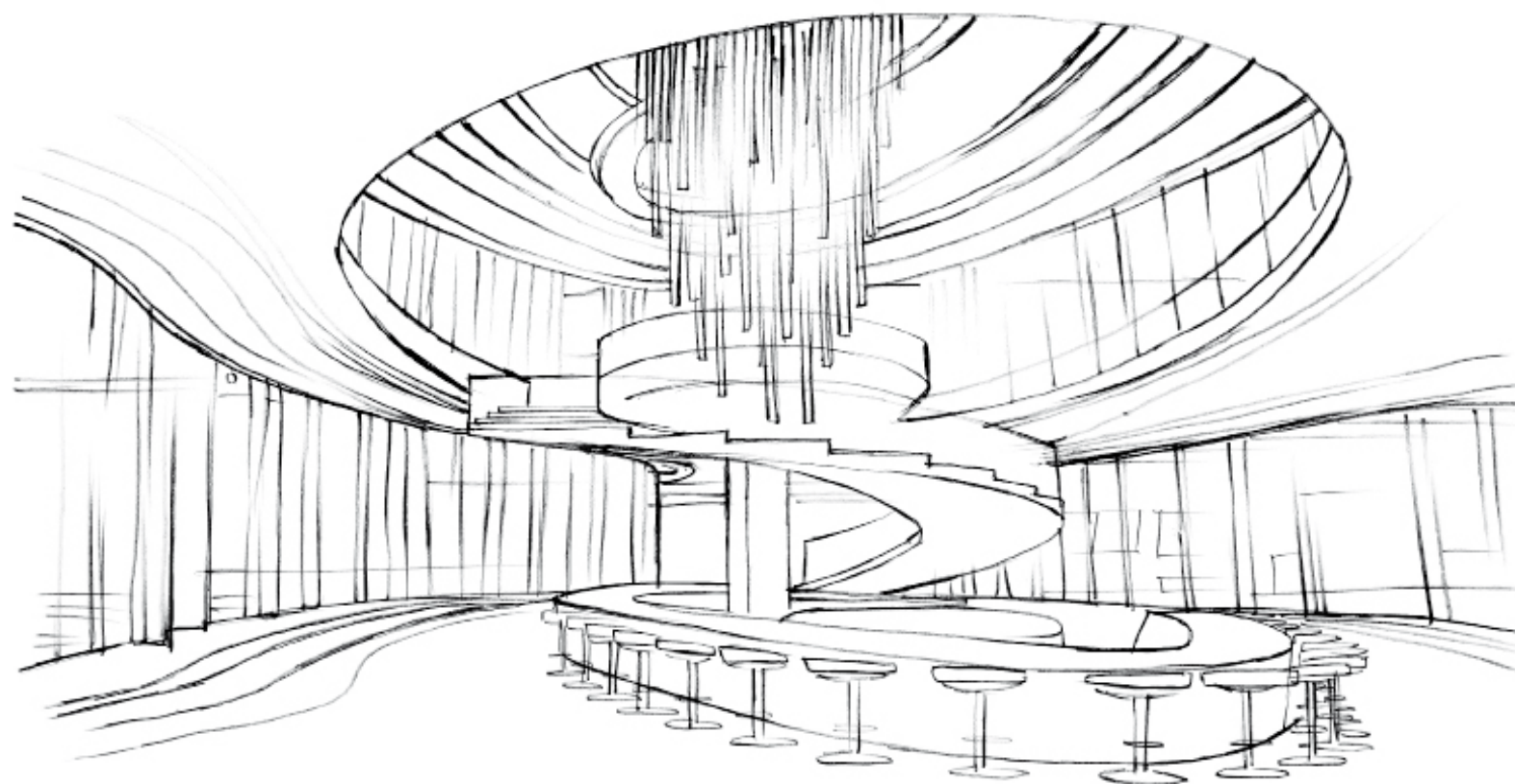
This is a place where top-end, international designer brands mix seamlessly with high street fashion.

It is aspirational as well as inclusive. Individual, and totally inspirational.

Spectacular store designs jostle with the chicest, most innovative, eating formats.

Every sense is aroused: the sights and sounds, the aromas and tastes mean the Westfield experience lodges in people's memories and becomes synonymous with a different way to shop, eat and meet.

Westfield London is about being stimulated, but also being comfortable. It is energetic, futuristic, and fun; it will be the most accessible shopping environment in London.







AN ICON --- FOR LONDON

SPACIOUS, CALM AND EXTRAORDINARY

Architecturally, Westfield London is a spectacular new landmark for the Capital. Thirteen million man-hours will have been worked on construction by the time it opens, and the vast site spans nine postcodes.

Internationally acclaimed architects have collaborated to push the boundaries of destination retail design. The vision is influenced by nature, with water, light and earthy materials being recurrent themes.

Internal and external spaces are seamlessly integrated. The extraordinary roof has been designed by Westfield's in-house team, headed up by senior concept architect Jason Forbes. It appears to flow above the expanse of the mall, capturing then diffusing light to striking effect.

As you move through the space, the environment unfolds, and layers of interest are revealed: a spectacular view might give way to a dramatic light installation, or a magical swathe of patterned glass. Ninety-six escalators facilitate the circulation of visitors, and the mall is built using enough concrete to fill 117 Olympic swimming pools.

Westfield London will change the way London shoppers perceive – and use – shopping centres. Never before has there been here a newly constructed environment in which to experience international brands: a sophisticated arena that removes much of the stress often associated with shopping in the city.

Westfield London will have a profound effect on the future of London's retailing overall. Innovation permeates every aspect. Other shopping destinations, retailers and brands will inevitably be inspired. Seven thousand jobs are being created and the wider commercial benefits will be far reaching.

Over 20 million people are expected to visit Westfield London each year. The quality of brands showcased is the most important pull factor. The emphasis on fantastic service and great food is significant.





GETTING --- THERE

SUPREMELY WELL CONNECTED

Westfield London will open on October 30 with the most sophisticated transport links of any shopping destination in the UK.

Journey to White City by bus, overground train, underground, taxi, car, cycle or on foot. Every route will have been considered in ultimate detail.

Over £170 million has been invested by Westfield in transport. New and remodeled stations are clean and efficient and bus and rail interchanges well planned. Westfield London will be easy to get to, comfortable to negotiate and smooth to navigate.

New transport links will make Westfield London a viable destination from a wide compass area.

The shopping centre borders Shepherds Bush, where £4 million is being invested by Westfield via The London Borough of Hammersmith & Fulham in regenerating the Green, making it a better place to spend time. Furthermore, £1 billion, from a range of sources, is expected to be spent over the next decade to further revive the adjacent area to the north of Westfield London.

Six in every ten visitors are expected to use public transport to get to Westfield London, and it will only take 20 minutes from Piccadilly Circus, or 10 minutes by train from Clapham Junction or Willesden Junction.

But driving and parking has also been meticulously planned: there is direct access from the West Cross route, 4,500 spaces, and charging docks for electric cars.

Technology is well utilised, to help you pinpoint an available parking space, for example. And the service philosophy is ever-present: a stylish arrival lounge is yours to use if you choose to have your car valet parked for you. Simply buzz your hand-held device when you've finished shopping.



SHOPPING IN A NEW LIGHT

21st CENTURY SHOPPING FOR 21st CENTURY SHOPPERS



Westfield
LONDON

21ST CENTURY LUXURY

THE FUTURE OF SHOPPING FOR A NEW CONSUMER



Westfield London is the future of retailing. It takes the purity and indulgence of luxury and positions it as inclusive and accessible. The Village personifies this philosophy.

A mix and match of designer and high street names at Westfield London squarely reflects the democratisation of luxury that permeates the way people dress and shop now.

International designer brands have been seduced by the Westfield approach; many are breaking their self-imposed resistance to shopping centres.

The Village has changed their minds. It is an opulent, salon-style space within the main footprint of Westfield London, yet with a discernibly different character. The Village represents 25,000sq m of designer shopping over two floors.

Browse The Village and come face to face with the very same names and labels found in the world's most prestigious city boulevards: Via Montenapoleone in Milan, Avenue Montaigne in Paris or New York's Madison Avenue.

The attention to detail – the shimmering chandeliers, the inset stone flooring, and the pace of the meandering walkways – is breathtaking. A luminescent, pleated effect is created by the eight metre-high glass shop fronts, which appear to float above the floor.

And The Village more than complements the flagship design blueprints being set and exceeded by its brands.

Architect Michael Gabellini, of US practice Gabellini Sheppard, embraced the heritage of luxury retailing in London when formulating his ideas for The Village.

Gabellini Sheppard also drew on their experience with luxury names including Jil Sander and Giorgio Armani, and the award-winning Top of the Rock feature in New York's Rockefeller centre.

The result is a distinctive, tailored environment that boldly signals the next generation of glamorous, glorious designer shopping destinations.

EXCEPTIONAL BRANDS

DOING EXCEPTIONAL THINGS

Retailers have been inspired to do something compelling, creative and extraordinary with their space.

Each is striving to evocatively tell their brand story to this ever more demanding audience.

Just as Westfield London itself is challenging the status quo in all aspects of its construct, so the partner brands are pushing the boundaries of their own businesses. The results are simply brilliant.

Dramatic lighting, arresting signage and quirky displays are some of the themes that will recur as you take tour of Westfield London's shopping.

Seek out tunnel entrances, overhead installations, staircases that appear to float...and how about a sculpture of laser-cut acrylic stilettos suspended in space?

Gorgeous details include metallic mosaic walls, delicate water features and stunning graphic treatments.

Now look out for full height retro photography; now pretty pink stars scattered across a wall. And who's that designing their interior to evoke a tropical rainforest? See here, you're walking on a floor made from recycled sneakers.

Hold it - here's a playground for sound; and here, a neat touch-screen consul where I can place my order and have it delivered later.

At every twist and turn, through each doorway, and glimpsed through every one of those staggeringly tall glass windows beckons a new treat.

This is retail as entertainment, shopping *and* theatre, design gone overboard. It's fun, fantastic and exceptionally good.



NEW NAMES

NEW IDEAS

Westfield London is a magnet for labels launching in the UK. Established fashion retailers from Spain, Turkey, the US, Italy and Australia are among those attracted by the fresh approach and compelling potential audience.

In total, retailers from at least 15 different countries are making their mark at Westfield London, and 80 per cent of shops specialise in fashion.

It will, significantly, be the place some top international labels choose to open their first brand-dedicated shops. The willingness of these companies to take such a bold step is testament to Westfield's reputation as a pioneer in sophisticated, targeted and well-managed shopping environments.

And many more names, some fashion, but also home and sports specialists, beauty and lifestyle concepts are using the opening of this shopping mecca as the chance to re-launch, showcase a mould-breaking store design or unveil a new collection.

Westfield London is about inspiring retailers to be innovative, different and brave, in whatever form that may take.



BEING & BUYING

Westfield
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LIFESTYLE --- NOT JUST PRODUCT

A PLACE TO BE INSPIRED AND INDULGED



Modern retailers sell lifestyle, not just product. For the visitor, Westfield London is aspirational, playful, indulgent and stimulating, as well as practical.

Westfield London is more than glamorous stores and sophisticated eating. It is a place to be entertained and to interact: to be as well as to buy. A gym, spa and new-generation Cinema de Lux will take this one step further.

The Atrium is the social and experience hub of Westfield London. Festival-style events and exhibitions, ever evolving,

will reflect the cultural buzz of London. This spectacular central space will hum with people and activity.

Brands will be encouraged to use The Atrium to invigorate and stimulate visitors – think try-out zones, pop-up stores and live activities.

Westfield London is a place to socialise and experience new things, not just to shop for stuff. The internet is for purchasing; Westfield London is for meeting, trying, tasting, learning and experimenting. Then, of course, spending too.





DINING

IN A NEW LIGHT



Westfield
LONDON

INSPIRATIONAL EATING

EATING AT WESTFIELD LONDON IS ABOUT THEATRE,
NOT SIMPLY FUEL



Eating at Westfield London is about choosing from 50 international food concepts - many of which have never been seen before. Eating and drinking is not an add-on to the shopping, but a celebrated element of the overall experience.

The 25 styles and nationalities of food reflect London's diverse culinary culture, and respond to a growing appetite among the city's population for more and better places to eat out.

Westfield London is an open, external-facing place: the outside and inside areas merging seamlessly; this is no traditional air-conditioned boxy mall. This element of the architectural vision is beautifully realised when it comes to food.

You'll find a bustling cluster of 17 restaurants and cafes lining Southern Terrace: a wide, pedestrianised street from where you approach some of the main entrances to the covered space.



DRAMATIC --- DINING

FRESH FOOD, PASSIONATELY SERVED

Now move inside and witness The Balcony. Here, open cooking brings drama: think of dusk falling on the main square in Marrakech, the Djemaa el Fna, when street chefs fire their braziers and cook up fresh, fragrant delicacies. The same evocative sensory bombardment will infuse The Balcony.

The Balcony is about communal eating. Make your choice from the eclectic collection of 13 vendors, two of which are brand new, three are making their UK debut, and one is associated with a Michelin star-rated chef.

Having watched your food being prepared, take it and eat, lounge-style overlooking The Atrium, an extraordinary central space. The Balcony, designed by Softroom, is positioned, both strategically and geographically, at the very heart of Westfield London.

London-based Softroom has won awards for groundbreaking projects including Virgin Atlantic's Heathrow Clubhouse. And, talking of awards, 73 in total have been heaped upon the food names getting involved at Westfield London.

Food and drink pit stops for when you need a quick refueling are there, of course, but always executed smartly and with unsurpassed attention to detail.



SERVICE

IN A NEW LIGHT



Westfield
LONDON

THE FIVE STAR EXPERIENCE

SUBTLE, UNOBTRUSIVE, COURTEOUS HELP

Attentive, individual and thoughtful service is at the heart of great shopping.

At Westfield London service means actually helping you spend your time and money better. It is not just a list of hollow promises trying to impress.

You'll find 700 free Wi-Fi enabled internet access points throughout the space, and Wi-Fi can also be used to help track wayward children. Other family-friendly initiatives include five parent rooms, well stocked with necessities.

Getting under the skin of what motivates the London shopper was the starting point; every visit should feel comfortable, stress-free and memorable.


And of course, safe. To this end, 80 professional, fully-trained security staff will work in the centre aided by CCTV and a 24 hour monitoring facility.

All of us want to be understood, listened to, inspired and looked after when we shop. Then we'll feel more inclined to spend.

The 80-strong team embracing this challenge has honed its skills at prestigious service-led establishments across the globe. And now it is redefining the notion of service within a shopping centre environment. The team will be immersed in four weeks of training, prior to the opening of Westfield London.

Every aspect of the service philosophy will be unobtrusive and appropriate, not contrived or forced. Whether you need a personal shopper to focus on refreshing your Autumn wardrobe, or someone to carry your bags to the car, you'll be helped in the way that's right for you.





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