

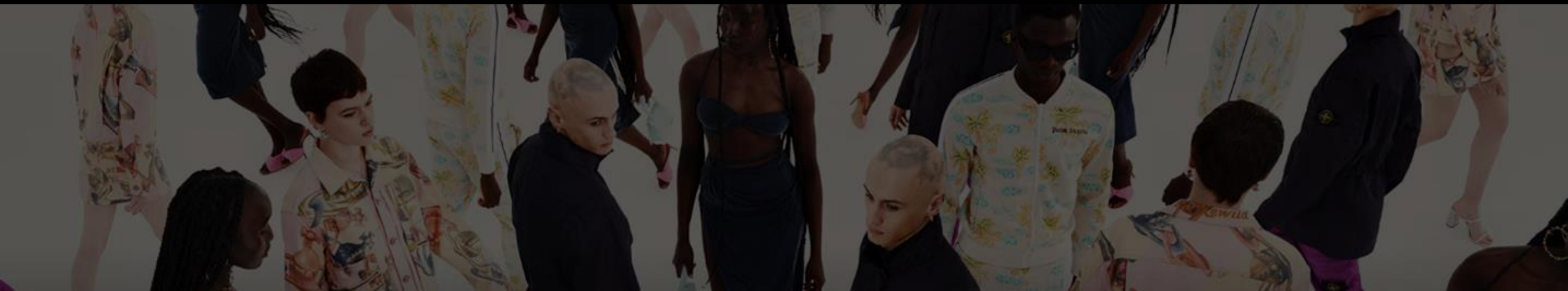


THE CUBE @ FLANNELS X

London Lites



**LONDON LITES PRESENTS
A NEW TO MARKET DOOH
OPPORTUNITY FOR
LUXURY BRANDS
WANTING TO ENGAGE
WITH GENS Z & ALPHA**



PARTNERING WITH FLANNELS X

A NEW GENERATION OF LUXURY



A NEW GENERATION OF LUXURY

FLANNELS SUCCESS & GROWTH TO DATE LIES IN THEIR ABILITY TO UNDERSTAND THE LUXURY MARKET AND ITS CORE CONSUMER.

A CORE CONSUMER WHO ARE EXPLORING AN EVER-EVOLVING CULTURAL PLAYGROUND OF BRAND EXPERIENCES, EXHIBITIONS, POP-UPS WHILST BEING CONSTANTLY CONNECTED THROUGH EVOLUTION IN TECHNOLOGY.

CREATIVE

CURIOUS

CONNECTED

FLANNELS X – MODERN, AGILE & IMMERSIVE



INTRODUCING... THE CUBE @ FLANNELS X



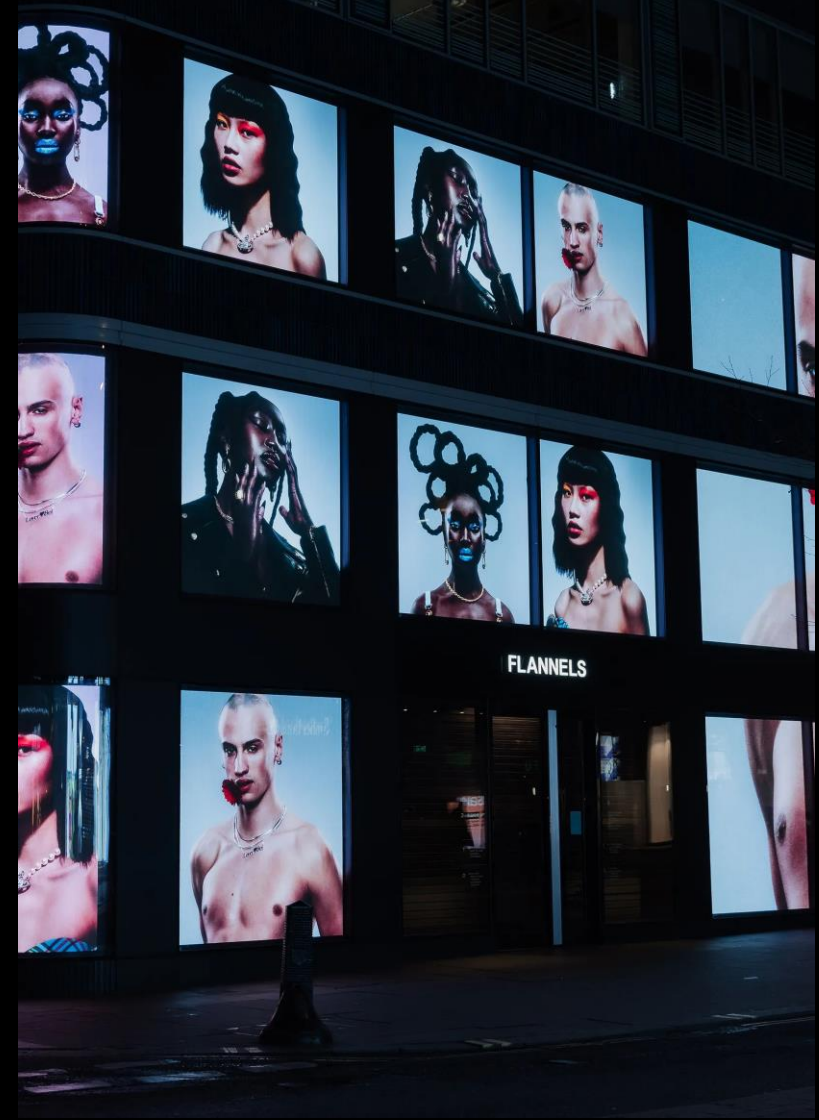
**A NEW
MULTIDIMENSIONAL
PLATFORM FOR
BRANDS TO ENGAGE
WITH HALF A MILLION
CONSUMERS, DAILY,
ON EUROPE'S BUSIEST
SHOPPING STREET**



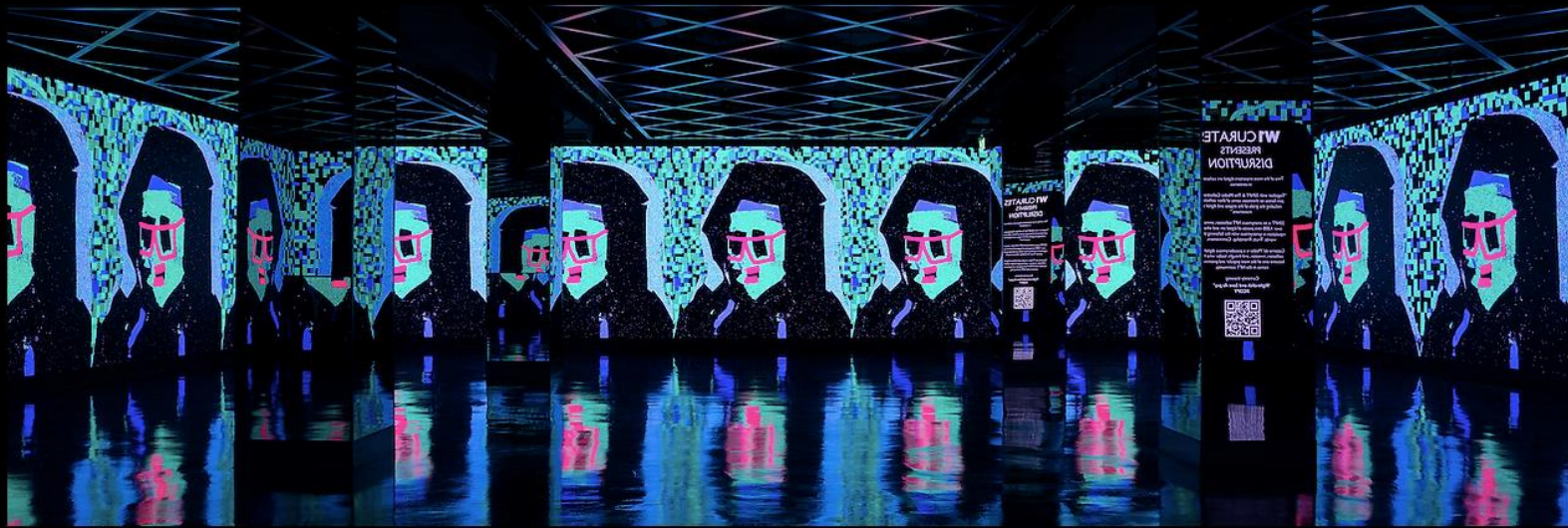
@WICURATES
PRESENTS
PLATINUM
JUBILEE PAGEANT
PAKISTAN

FLANNELS

FLANNELS



FLANNELS



WICURATE
PRESENTS
DISRUPTION

WICURATE

WICURATE

EXCLUSIVITY IN A SOUGHT-AFTER LOCATION

An exciting addition to London's dynamic digital landscape providing access to a desired upmarket UK & International audience at the heart of London's West End.

Sole advertiser presence within a digital art landscape:

1 MIN **5 MINS**
COMMERCIAL ART & INTERNAL USE

LOCATION . LOCATION . LOCATION



A CANVAS TO CURATE ART NOT ADS

BUILD CONNECTIONS.
CREATE CONVERSATIONS.

INSPIRE THE NEXT
GENERATION WITH BESPOKE
DIGITAL CONTENT.

Originally created as a platform for public art to deliver the best & most cutting-edge projects in Art, Fashion & music.

31.7M
PIXELS

37X
8K SCREENS



ELEVATING BRAND WITH FLANNELS X³

THE POWER OF 3D

3D capabilities will help create frame and talkability through effective use of the latest state-of-the-art technology.

Sat within an audience rich environment, engage with an active audience who are constantly looking to snap and share the latest trends & big occasions.

Build Brand Fame - Iconic sites are proven to have a powerful priming effect on other media*.

*Source Ocean Neuroscience





UNBOXING FLANNELS X



**LAUNCHED IN
1976 CHESHIRE**

**50+ STORES
ACROSS UK**

**£10M SPENT
LAUNCHING
LONDON FLAGSHIP
IN 2019**

**AMBITIOUS BRAND
WITH SIGNIFICANT
GROWTH**

**INCLUSIVE LUXURY
FOR ALL
A FOCUS ON IN-
STORE EXPERIENCE**

**RE-BRANDED
LONDON FLAGSHIP
FLANNELS X 03/23**

DELIVERING A NEW PLAYGROUND FOR LUXURY

YOUTH-PHORIA



W1 CREATES

“SOMEWHERE THAT
SERVES OUR EXISTING
CUSTOMERS BUT ALSO
TALKS TO THE NEW
LUXURY PIONEERS WHO
VALUE CULTURE AND
CREATIVITY OVER
EVERYTHING ELSE”

Beckie Stanion, Chief Marketing Officer of Retail
Company Frasers Group

**TARGETING THE NEXT
GENERATION
CONSUMER
“OBSESSED WITH
ABILITY & AMBITION”**



SCOPE FOR 360° COLLABORATION

220
EVENT CAPACITY



STOCKING THE MOST COVETED BRANDS



TOM FORD

ALEXANDER
MQUEEN

AXEL ARIGATO

BURBERRY

BALENCIAGA



GIVENCHY

GUCCI



STONE ISLAND

CELINE

DOLCE & GABBANA



VERSACE

DSQUARED2



HERMÈS
PARIS

MONCLER

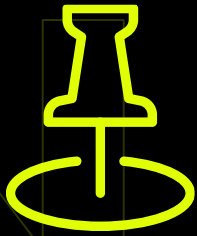
PRADA

Vivienne
Westwood

SAINT LAURENT
PARIS

LOCATION . LOCATION . LOCATION

OXFORD STREET



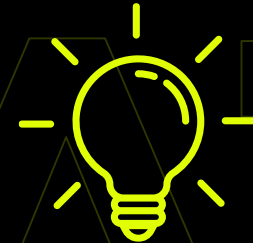
ICONIC

The UK's top retail location and Europe's busiest retail street with 500,000 shoppers per day. Plus a key east-west route for commuters, buses, taxis & cyclists



WORLD CLASS

1.5 miles of unrivalled shopping playing host to 90 flagship stores (fashion, beauty, tech, homeware), over 300 stores & 4 underground stations. Crucial to London's GDP with an annual turnover of c.£4.9bn.



INNOVATIVE

Continuously evolving, this famous high street is renowned for its approach to innovation.



FLANNELS X

SELFRIDGES & CO

OXFORD STREET

BLOOMSBURY

TOTTENHAM COURT ROAD

OXFORD CIRCUS

BOND STREET

MARBLE ARCH

REGENT STREET

LIBERTY LONDON

SOHO



A PRIME LOCATION ON OXFORD STREET

AT THE HEART OF A £2BN REGENERATION PROJECT

“IN THE NEXT FIVE YEARS YOU’RE GOING TO SEE MORE CHANGE THAN IN THE LAST 50 YEARS. IT’S TRULY A TRANSFORMATIVE MOMENT FOR THE MOST RENOWNED SHOPPING CENTRE IN THE WORLD.”

Jace Tyrell, Chief Executive, New West End Company

“A ONCE IN A GENERATION REPURPOSING OF ICONIC OXFORD ST WITH 3 MILLION SQ FT OF RETAIL & OFFICE SPACE EITHER IN THE PIPELINE OR UNDER CONSTRUCTION ON LONDON’S OXFORD ST.”

CBRE

AS PART OF THE REDEVELOPMENT WESTMINSTER CITY COUNCIL HAVE PROPOSED A £60M SPEND OVER THE NEXT 3 YEARS – STARTING AUTUMN 2023. THE FOCUS IS OXFORD ST ITSELF. WHICH IS GOOD NEWS FOR BUSINESS AND SHOPPERS.

AT THE HEART OF A £2BN REGENERATION PROJECT

“THERE ARE AMBITIOUS TARGETS TO GENERATE £10 BILLION IN ANNUAL TURNOVER BY 2025 FOR BUSINESSES IN THE AREA – AN INCREASE OF 14% FROM PRE-PANDEMIC LEVELS.

New West Company

“BRINGING IKEA TO THE HEART OF THE OXFORD ST – ONE OF THE MOST INNOVATIVE, DYNAMIC AND EXCITING RETAIL DESTINATION IN THE WORLD – IS A DIRECT RESPONSE TO THESE SOCIAL SHIFTS.”

Peter Jelkeby, Retail Manager, IKEA

“THE OPENING OF THE ELIZABETH LINE HAS ALREADY HAD A POSITIVE IMPACT ON THE AREA – 78 MILLION JOURNEYS WERE MADE IN THE FIRST 6 MONTHS

TfL

Bordering the vibrant residential communities across Mayfair, Marylebone, Fitzrovia and Soho, Oxford Street welcomes more than visitors

500,000

every day or

**200 MILLION
PER YEAR***

The Elizabeth Line is predicted to bring an additional

60 MILLION

Pedestrians to Oxford Street each year

Oxford Street is not only the busiest shopping location in London it is also the largest shopping district.

A key bus route with over

750,000

**DAILY
BOARDERS**

And alighters (plus 43,000 through passengers)*

Home to

38,000

Residents

Generates an est

£4.9BN

In revenue per annum

One of London's largest employment centres, employing

155,000 PEOPLE

Home to over

200

British fashion brands

Employing over

50K

People

Educating over

2K

Students

The average no. of impacts for an Oxford Street

Digital 6 sheet (based on a 1 in 6 SOV) is

105,114

Per fortnight

THANK YOU

SPEAK TO YOUR LONDON LITES REP OR EMAIL: SALES@LONDONLITES.CO.UK
TO FIND OUT MORE OR THE BELOW:

