



FOR IMMEDIATE RELEASE

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Fenwick to create new frontage for Newcastle store as part of £40m investment programme



Image credit: Studio Birch www.studio-birch.com

Fenwick has announced plans to upgrade its Newcastle store frontage including the creation of a new central entrance, as part of an ongoing £40 million investment programme to transform the store for the future.

As set out in a planning application filed this week with Newcastle City Council - and subject to official approvals and consultation with the local community - the plans include opening up the ground floor windows, constructing a modern new canopy and welcoming shoppers through a grand central entrance on Northumberland Street.

This is the latest milestone in a major investment programme announced by Fenwick last year in celebration of their 140th anniversary. The programme is transforming the shopper experience, creating a next generation store for the northeast region and marking the retailer's long-standing commitment to the city's development and local economy. So far, works have included the construction of one of two central atria which will open up the inside of the building, and the ongoing renovation of the beauty hall.



The design for the frontage has been led by architect Ben Mailen from Mailen Design, who has close ties to the city. To ensure the design stays true to the building's heritage, Fenwick has granted the team access to its historic archives, and the design has been inspired by the many changes the Newcastle store has undergone over the last 140 years.

The plans for the store and frontage have been developed in close consultation with Newcastle City Council, and are in alignment with the Council's own major ongoing investments to transform Northumberland Street and the wider city centre area.



Kieran McBride, Newcastle Store Director, said:

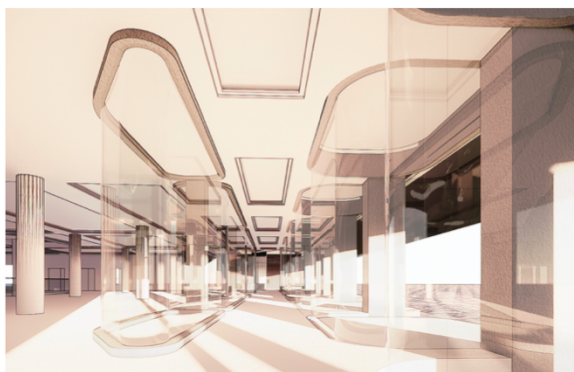
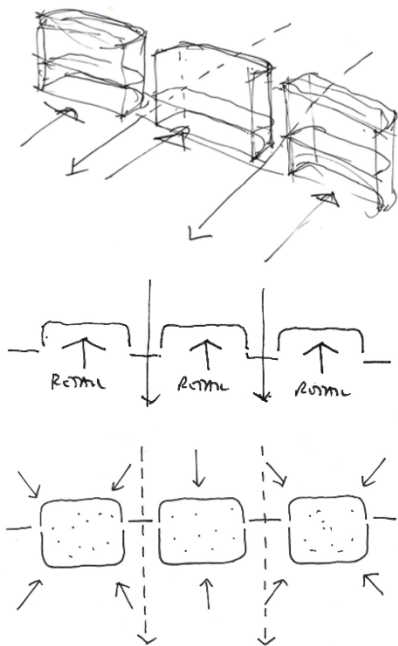
"Our Newcastle store has played an iconic role within the city centre since 1882, and this programme is all about continuing to play that role and more into the future."

"This new frontage will ensure everyone can receive a warm welcome into our store and maintain our position as the destination of choice for shoppers across the region. We are grateful for the partnership of Newcastle City Council as we invest together in ensuring Northumberland Street and the wider city centre remain a thriving central hub for locals and visitors alike."



Ben Mailen, Managing Director of MailenDesign, said:

'It is a privilege to be involved in the renovation of this historic building, alongside an extremely talented wider design team. The new storefront is a re-interpretation of important moments in Fenwick's history with the restoration of the central doors and curved shopfronts pivotal to the original design together with the prominent canopy from the post-war years. The design celebrates the building's rich legacy whilst allowing the building to tell a new story through a striking piece of retail and civic architecture.'



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Notes to editors:

Further information:

- The Northumberland Street building became the first Fenwick store in 1882 when it was bought by JJ Fenwick.
- The Newcastle store has expanded many times since its foundation in 1882 and now consists of several interconnected buildings with entrances onto Northumberland Street, Eldon Square, Monument Metro Station and Blckett Street.

About Fenwick

www.fenwick.co.uk / @fenwickofficial

About Mailen Design

Mailen Design is a London and Oxfordshire based architecture studio founded in 2011. Their work is rooted in a passionate care for well crafted, uplifting buildings and spaces. They have been the recipient of numerous design awards and in 2019 they were shortlisted as BD Young Architect of the Year.

www.mailendesign.com