

# GET LIVING PRESCRIBES RE-FILL THERAPY TO REINFORCE SUSTAINABLE OFFER FOR RESIDENTS AT LONDON'S EAST VILLAGE

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Get Living, the UK's leading build-to-rent operator, has completed a new 10-year lease with Re-fill Therapy a retail convenience concept centred on sustainability, low carbon and zero packaging. This newest letting support's the placemaking strategy at Get Living's urban neighbourhoods, centred around the themes of sustainable living and positive fashion and which is being driven by growing demand from its residents and local consumers for ethical brands.

Re-fill Therapy will provide eco-friendly, plant based, biodegradable and organic products such as bulk food, fruit and veg, household cleaning and personal care, at affordable prices.

The unit, located on Victory Parade, will use recycled and reclaimed materials to create a rustic, urban and welcoming space, while minimizing environmental impact.

East Village has also agreed to let a unit to Barber Social, whose design concept brief centres around low impact and waste reduction, through re-using elements of the previous occupier and a whole host of reclaimed materials, including refurbished barbers chairs.

With a focus on sustainability and recycling materials, these new tenants align with Get Living's East Village strategy to attract creative, community-focussed occupiers. Last year, this strategy manifested through Get Living's strategic partnership with Christopher Raeburn, founder of RÆBURN and Global Creative Director of Timberland, and the British Fashion Council's Institute of Positive Fashion to kick-start Get Living's positioning of East Village as a new creative hub for the local E20 community, Newham and the wider London creative sector.

**Ailish Christian-West, Director of Real Estate at Get Living** says: "We are seeing a growing desire from our residents to make changes to their lives which support the environment and Re-fill Therapy is a format which can help them achieve this for their everyday grocery consumption. This is a seamless fit for East Village and supports our overall ethos of creating an environment which aids sustainable living within the local community."



For further information, please contact:

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**Ailish Christian-West,**  
**Director of Real Estate at**  
**Get Living**

### About Get Living

Get Living is the UK's leading build-to-rent operator – offering simple, straightforward living in brilliant urban neighbourhoods, where our resident communities enable independent businesses to thrive. Get Living support the creative sector in London, where they have launched The Lab E20, a sustainable design centre produced by Christopher Raeburn.

Get Living's £2billion portfolio comprises 3,000 homes for rent across three neighbourhoods: East Village and Elephant Central in London and New Maker Yards at Middlewood Locks, Manchester. Further neighbourhoods are planned in Leeds, Lewisham and Glasgow; with ambitions to grow the portfolio to 15,000 homes within five years.

[www.getliving.com](http://www.getliving.com)



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