

MATCHESFASHION.COM TO OPEN STATE-OF-THE-ART DESIGN STUDIOS AT HERE EAST

14 AUGUST 2017

- Will occupy 22,000 square feet at London's home for making, Here East, in the heart of Queen Elizabeth Olympic Park
- Will create 150 jobs over four years
- Consolidates the emergence of digital fashion cluster in east London

Here East has today announced that MATCHESFASHION.COM will open a photography and video production capacity with a new state-of-the-art 22,000 sq. ft. studio. The studio will allow MATCHESFASHION.COM to accelerate the business's innovative digital ambitions and substantially increase its visual content output.

The new studio's location is at the heart of the Mayor of London's plans to create an East London Fashion Cluster; an area where fashion, technology, business and education meet

Initially 75 people will be employed in the new space with the capacity to grow the team by 150 jobs over four years.

This follows the recent announcement that Ford will open a dedicated Smart Mobility Innovation Office focusing on future mobility solutions for Europe at Here East and that Plexal, Europe's largest technology innovation destination has now opened its doors on the campus.

Gavin Poole, CEO, Here East commented,

"Here East is unique in providing the space and infrastructure for entrepreneurs, global businesses and academics to come together and collaborate in the pursuit of innovation. MATCHESFASHION.COM's decision to join our community of innovators, start-ups and tech specialists is exciting for the whole campus and further realises our vision for different sectors to come together and collaborate.

The renaissance of fashion in East London has given rise to an emergent fashion cluster and it is driven, in part, by the growth in digital creativity. Here East provides a perfect home for a brand such as MATCHESFASHION.COM to further develop their brand and content platform."



For further information, please contact:

Jack Kelly
Tel: 0776 543 8708
/ 0207 457 2381

Georgina Bass
Communications Manager
Delancey
Tel: +44 (0)20 7448 1991

Katharine Walsh
Head of Communications
Delancey
Tel: +44 (0)20 7448 1461

“

The renaissance of fashion in East London has given rise to an emergent fashion cluster and it is driven, in part, by the growth in digital creativity. Here East provides a perfect home for a brand such as MATCHESFASHION.COM to further develop their brand and content platform.

”

Gavin Poole,
CEO, Here East

Ulric Jerome, CEO, MATCHESFASHION.COM said,

"Creating the best visual user experience is at the heart of everything we do – we are renowned for the content we produce in house and this move to Here East, and our investment in a new creative space, will help us to achieve our plans to generate even more innovative and engaging content for our brands and our customer. This is yet another exciting step forward for the business as we continue to scale MATCHESFASHION.COM."

Justine Simons OBE, Deputy Mayor, Culture and Creative Industries said,

"London has all the best ingredients as a centre for fashion. It is home to leading fashion colleges, is renowned for growing the next generation of talent, has wonderful established brands and is a world-leading tech hub. Without first-class technology including photography and video production, London would not be the international fashion powerhouse it is today."

I'm thrilled to see MATCHESFASHION.COM expanding with a new state-of-the-art studio in the East London Fashion Cluster, creating many more tech jobs for London, building on Here East's reputation as a destination synonymous with innovation, and showing the world that London is open to business, talent and creativity."

Paul Goswell, Managing Director, Delancey said,

"This is a significant milestone in our curation of tenants at London's creative and tech hub and further reinforces Here East's reputation as the preferred campus for cutting edge companies looking to work alongside innovative start-ups and world renowned universities. We know that the most ambitious and far-sighted companies are now not just looking for outstanding spaces and excellent transport links, but they also want to be working alongside creative thinkers and brilliant researchers and this is precisely what can be found at Here East."



For further information,
please contact:

Jack Kelly
Tel: 0776 543 8708
/ 0207 457 2381

Georgina Bass
Communications Manager
Delancey
Tel: +44 (0)20 7448 1991

Katharine Walsh
Head of Communications
Delancey
Tel: +44 (0)20 7448 1461

Notes to Editors

About Here East

Here East is a creative and digital campus on London’s Queen Elizabeth Olympic Park with 1.2 million square feet of dedicated and versatile spaces bringing together business, tech, media, education and data in the pursuit of innovation. It is designed as a place for start-ups, entrepreneurial businesses to co-exist with global, established businesses to support collaboration, the exchange of ideas and genuine product innovation. Here East includes provides workspaces and public areas to foster a tight community, alongside a shared yard with space for discussion and events, a landscaped canal side and artisan cafes, shops and restaurants.

Here East is being developed by iCITY, a company owned by clients of Delancey, a specialist real estate investment and advisory company.

For further information visit hereeast.com

About MATCHESFASHION.COM

MATCHESFASHION.COM is the global luxury-shopping destination for men and women. In its 30th anniversary year it continues its forward-looking focus on innovation and emerging talent.

Renowned and respected for the relationships it builds with clients and partnerships it creates with brands, today MATCHESFASHION.COM offers a modern edit of over 450 established and new generation designers. MATCHESFASHION.COM delivers to over 176 countries and offers 24/7 advice through MyStylist, its dedicated fashion-concierge team, plus its London stores and at No.23, its private-shopping townhouse.



For further information,
please contact:

Jack Kelly
Tel: 0776 543 8708
/ 0207 457 2381

Georgina Bass
Communications Manager
Delancey
Tel: +44 (0)20 7448 1991

Katharine Walsh
Head of Communications
Delancey
Tel: +44 (0)20 7448 1461

Notes to Editors

About Delancey

Delancey is a specialist real estate investment, development and advisory company whose activities encompass retail, residential and commercial real estate across London and the UK. Collaborating on a wide range of assets, partners and clients, Delancey is recognised for its innovative and diverse approach to creating long term value from real estate.

Delancey also advises clients on appropriate capital structures, financing and provides asset management and development services.

Delancey has a diverse portfolio of retail, residential, office and corporate assets across London and the UK, including the Alpha Plus Group, Elephant & Castle Shopping Centre and 185 Park Street on the South Bank. Delancey is also a pioneer in the private rented sector and has spent much of the last few years bringing the legacy of the London 2012 Olympics to life; it is delivering over 3,000 homes for rent at East Village, the former London 2012 Athletes Village.

For further information visit delancey.com



For further information,
please contact:

Jack Kelly
Tel: 0776 543 8708
/ 0207 457 2381

Georgina Bass
Communications Manager
Delancey
Tel: +44 (0)20 7448 1991

Katharine Walsh
Head of Communications
Delancey
Tel: +44 (0)20 7448 1461