

Dune London opens new store at The Boulevard Outlet in Northern Ireland

By **Jessica Newman** | Mon 9 November 2020

Footwear retailer Dune London is set to open its first outlet store in Northern Ireland.



Dune London at The Boulevard Banbridge

Dune London will take space at The Boulevard, Banbridge in December offering both men and women's footwear and accessories.

The announcement follows a string of other retailers setting up shop at the scheme, which reopened after lockdown in June, including Molton Brown and Joules. The Boulevard is

home to 50 premium brands including Nike, Adidas and Levi's as well as a number of food and beverage outlets and an Omniplex Cinema.

Around 32,000 sq ft of retail space has been secured with existing tenants for at least another five years, in the months since reopening.

"Dune London is the perfect addition to our mix of retail tenants and will be greatly anticipated by our loyal customers. Despite the uncertain times we find ourselves in, The Boulevard has come back from lockdown bigger and better than ever, and we are fortunate to have been on a positive sales trajectory that hasn't shown any signs of stopping," said Chris Nelmes, retail director at The Boulevard, Banbridge.

“The fact we’re an outdoor scheme coupled with the investment we made in our reopening strategy has meant that consumers are confident to visit, shop and most importantly return again.”

Zoe Brookes, retail director at Dune London, added: “We are very excited to be opening in The Boulevard, our first outlet in Northern Ireland. The centre has everything we need to build our brand and reach both our loyal and potential new customers due to the centre’s fantastic location”.