

SANDTON CITY ON UPWARD TREND FOR CONTINUED GROWTH

Sandton City sees impressive results through its entertainment and luxury categories.

Have you ever imagined a world where global style trends ignite, trends that inspire you to be your most unique self - a place where pristine architecture meets world-class fashion and global runways? If you have, then you know that Africa has one 'fashion capital', Sandton City!

Sandton City thrives on being an exclusive, world-class fashion destination. Sandton City's proficiency in style, entertainment and continued economic growth is credit to its diverse mix of stores and by staying global. South Africa is exposed to both fashion, and experiences, on a globally inspired, family friendly, affordable luxury, and high-end scale with this exclusive shopping centre.

Liberty Two Degrees, the co-owners of this premium shopping centre, recently announced their decision to expand Sandton City's luxury and entertainment offerings after seeing increased growth and shopper demand in these areas.

Sandton City's Diamond Walk is the only destination in Africa that houses this calibre of high-end brands. The Diamond Walk has enjoyed consistent and impressive growth year on year, and with this success, Sandton City included its most recent luxurious, and other 'first to the country' brands, such as Coach, Breitling, Patek Phillippe, Christian Dior Cosmetics, and Tod's, to its selection of high-end retailers.

Sandton City recently launched the coveted Fun District, which includes the country's first Hamleys World and Ster Kinekor Kids Cinema. Since the opening in April, Ster Kinekor's turnover has doubled, securing itself and Sandton City as a destination for family shopping and leisure. Over and above this feat, Sandton City will also launch Africa's first LEGO Certified Flagship Store, and this entrenches the tastefully innovative nature of the centre.

Preston Gaddy, General Manager of Sandton City, on the topic of the centre's successful luxury and entertainment categories comments:

"As shoppers' wants and needs evolve, so does this shopping centre. We pride ourselves in staying ahead of the curve and recognizing the trends that dictate the global fashion and entertainment agenda. With this, Sandton City has marked a great improvement year on year for footfall growth since the opening of the Fun District.

This year alone, we have introduced over a dozen sought after brands into Sandton City. Sandton City has its eye on luxury, already securing specialized luxury brands Coach and Emporio Armani, and engagements are underway with several brands in this category to flagship their first African store here in Sandton City", Gaddy continues.

Defining the Sandton skyline, and boasting some of the most exclusive retail and leisure experiences in Africa, Sandton City have firmly established themselves as leaders in innovation, fashion, and entertainment. **--ENDS--**

ABOUT SANDTON CITY:

Sandton City Shopping Centre is renowned amongst both local and international visitors as one of Africa's leading retail destinations. With an impressive retail and leisure space covering 147 940m², Sandton City is home to over 300 of the most exciting local and international retailers and presents you with a world of luxury in the exclusive Diamond Walk.

Adjacent to world-class hotels and mega corporate headquarters, the Sandton precinct measures a massive 215 000m². Winning multiple Best Shopping Mall awards each year, Sandton City continues to be a leader in mixed-use properties.

Sandton City is owned by Liberty Group, Liberty Two Degrees, Pareto Limited, and managed by one of the country's top commercial property services, JHI Retail.

For more information please visit either www.sandtoncity.com, www.liberty2degrees.co.za, www.pareto.co.za or www.jhi.co.za.