



## **NEWS RELEASE**

**Embargoed 00.01 29<sup>th</sup> July 2010**

### **GIO-GOI CHOOSE UNION SQUARE FOR UK DEBUT**

Hammerson has secured the first UK standalone store for GIO GOI at Union Square in Aberdeen.

The streetwear designer, who was named Young Fashion Brand of the Year by Drapers in 2007, has taken a 2,088sq ft store as it looks to bring the full Gio-Goi brand offering to the UK market.

The British brand was created in the 1980's with the label having its roots in the Manchester music and club scene.

Currently stocked in stores including Bank and House of Fraser, the award winning brand has strong appeal with fashionistas and musicians including Lilly Allen, Plan B and Deadmau5.

Sheila King, Hammerson Group Retail Leasing Director commented: "It is fantastic that Union Square has secured Gio-Goi's first standalone store. They produce innovative fashion and accessory collections and its association with music heritage creates strong brand appeal for shoppers.

"To attract new brands to Scotland is great but to secure a UK first really highlights confidence in Union Square. In less than ten months of trading the scheme is clearly establishing itself as a thriving retail destination with both fashion brands and consumers."

A spokesperson for Gio-Goi said: "Ostensibly this is a marketing exercise, enabling us to bring together the various facets of the brand into one arena for the customer – something we do continually in the trade. We have chosen Aberdeen for several reasons, including the affluent, directional customer base and the fact that our current online customers demanded it. We will be using this branded space to support our current wholesale network."

Union Square can also announce this week that

Culverwell and Lunson Mitchenall represented Hammerson

Issued on behalf of Union Square by Grayling. For further information please contact:

Hannah Murray, Lisa McGhee or Kirsty Grant  
0131 226 2363 / [firstname.secondname@grayling.com](mailto:firstname.secondname@grayling.com)

**Notes to editors:**

**Union Square**

Union Square is a new retail and leisure quarter in the centre of Aberdeen. Developed by Hammerson, the centre includes around 50 retailers across the main mall and shopping park, a variety of restaurants and cafés, a 203 bed Jurys Inn hotel and 10 screen multiplex Cineworld cinema, Aberdeen's largest cinema. The scheme also provides visitors with a new civic square.

Union Square is Aberdeen's most accessible retail and leisure offer with 1,700 car parking spaces, easily reached from all major routes and integrated with the city's bus and rail stations - providing a gateway to the region and encouraging sustainable travel to the city.

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

**Gio-Goi**

Fashion and music have always been inextricably linked but no brand offers the credible heritage that comes with lifestyle label Gio-Goi. Since its inception by Anthony & Christopher Donnelly in the Manchester acid house days, Gio-Goi has been the choice of an enviable array of famous artists. From 808 State, Pete Doherty and Liam Gallagher to Kasabian, Calvin Harris and most recently Lily Allen, Rihanna and Plan B, headline acts from the festival circuit to DJ's in Ibiza are friends of the brand. Following a re-launch in 2005 under David Douglas and Marc Killbourn Gio Goi has gone from strength to strength and is now stocked in multiple retailers – USC, HoF and Bank - and key independents across the UK.

The last three years have been difficult in the fashion retail sector, but Gio-Goi has boasted strong growth, adding accessories, footwear, watches and eyewear to an already burgeoning Men's and Women's clothing line. Gio-Goi is now stocked in fifteen territories across Europe and with the recent investment partnership with The Pentland Group is targeting continued global expansion.