

Sports Direct luxury spin-off Flannels opens three-storey flagship store

Sign up to FREE email alerts from [BusinessLive – East Midlands](#) – the latest news, views and analysis direct every morning
Invalid Email Something went wrong, please try again later. Subscribe

We use your sign-up to provide content in ways you've consented to and to improve our understanding of you. This may include adverts from us and 3rd parties based on our understanding. You can unsubscribe at any time. [More info](#)

Thank you for subscribing We have more newsletters [Show me](#) See our [privacy notice](#)

Luxury sports goods chain Flannels has opened its flagship Midlands store at the Fosse Park shopping centre on the outskirts of Leicester.

The new-build 35,000 sq ft store features clothes by Burberry, Balenciaga, Acne Studios, Alexander McQueen, Sporty and Rich, Rixo and Isabel Marant Étoile across three big floors.

Other brands stocked include streetwear by Off-White, Palm Angels and Scott Disick's Talentless.

Flannels now has more than 50 stores across the UK, including a national flagship branch in London's Oxford Street.

According to the company its new strategy, spearheaded by group head of elevation Michael Murray, will see the opening of what it describes as trail-blazing stores alongside elevated 'regional boutiques'.

Mr Murray said: "Building on the momentum following our first regional flagship in Sheffield last month, we're proud to open our next flagship store, in Leicester.

“Flannels continues to disrupt and rethink retail, impressively demonstrating our vision and bringing a world-class shopping destination to another key city in the UK.”

Flannels Beauty, first launched at the Sheffield store, is available in the new Fosse Park store.

Services include the Flannels Beauty Bar, offering the latest trends, products and exclusive beauty collaborations, and interactive beauty changing rooms.

Brands such as Chanel, Charlotte Tilbury, Creed, Tom Ford and Armani will be available alongside Skin Gym and Natasha Denona, as well as Dr Barbara Sturm, Tata Harper and Omorovicza.

Flannels Beauty will also be the exclusive bricks-and-mortar stockist of Patrick Ta.

Read More

Related Articles

▪



[New Fosse Park Sports Direct store – featuring an e-sports gaming area – weeks from opening](#)

BusinessLive

Read More

Related Articles

▪



[Five new names coming to Fosse Park shopping centre](#)

[extension](#)

BusinessLive

The flagship stores have been designed by architects Argent and the floors of the Fosse Park store are linked by a three-storey staircase backing on to a 10 metre high mirror.

Jack Bridges, Flannels' creative consultant and partner at Argent, said: "We're incredibly excited to open the doors to Flannels Leicester, further bringing to life our innovative concepts in a physical space, such as our world-first beauty changing rooms.

"Leicester, the next store in Flannels' flagship expansion, brings with it unique designs and exceptional service-led propositions to customers, delivering an engaging shopping experience un-like no other."

Read More

Related Articles

▪



[Plans for hotel and new "campus" on Everards Meadows,](#)

[near Leicester, formally announced](#)

BusinessLive

Read More

Related Articles

▪



[Spectacular one-take drone video takes viewers through Leicester's huge new Fosse Park Next store](#)

BusinessLive