

Title Landsec secures Salomon's first full-price UK store outside London at Peter's Lane, Liverpool ONE
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LANDSEC SECURES SALOMON'S FIRST FULL-PRICE UK STORE OUTSIDE LONDON AT PETER'S LANE, LIVERPOOL ONE

Landsec, owner of one of the UK's leading retail and hospitality portfolios has secured global outdoor and sportswear brand Salomon at Liverpool ONE, marking the brand's first full-price UK store outside London.

Salomon will open a 3,500 sq ft store on Peter's Lane this summer. The new location will showcase Salomon's latest footwear, apparel and performance collections, bringing the globally recognised brand closer to its growing customer base across the UK.

The signing marks another significant milestone in the evolution of Peter's Lane, strengthening its position as a premium retail destination and building on a series of sought-after brands choosing the centre, following recent arrivals including ARNE and House of CB.

The deal also reinforces Liverpool ONE's position as one of the UK's leading retail locations. Welcoming 33 million visitors annually, it captures 62% of Liverpool's premium retail market and attracts a wide audience of local shoppers, students, domestic visitors and international tourists - making it a natural home for ambitious, fast-growing brands.

The opening reflects the continued importance of destination-led retail, as brands increasingly prioritise physical stores to drive growth, connect more closely with customers and bring their brands to life. Liverpool ONE recorded its strongest year for new openings in 2025, making it the busiest year for new brand arrivals since its launch in 2008.

Pablo Sueiras, Head of Retail & Hospitality Leasing at Landsec, said: "Salomon's decision to open its first full-price UK store outside London at Peter's Lane is a significant moment for the centre.

"It reflects the strength of Liverpool ONE as a place where leading brands can reach a large and engaged customer base, and underlines the growing appeal of Peter's Lane as a premium retail destination. Salomon is a fantastic addition to the line-up and its arrival continues the strong momentum we're seeing from brands choosing Peter's Lane to support their growth ambitions."

A Salomon spokesperson said: "As demand for the Salomon brand continues to grow in the UK, expanding our physical retail presence is a natural next step.

“Peter’s Lane was the clear choice for our first full-price store outside London. Liverpool ONE’s strong regional catchment, high-quality retail offer and ability to attract visitors from across the North West and beyond make it an ideal location for the next phase of our growth. We’re excited to bring the brand to Liverpool and connect with both existing and new customers.”

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This is how we’ve created the UK’s leading portfolio of urban places and one of the largest real estate companies in Europe.

Our £10 billion portfolio is built around premium workplaces, the country’s pre-eminent retail platform, and a residential pipeline that will redefine urban life.

We’ve honed this ability over 80 years. Spotting the opportunities, building the partnerships, and continually adapting to shape the places that meet the needs of a changing world.

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