



## PRESS RELEASE

17 November 2025

For immediate release

### **SØSTRENE GRENE MAKES CITY DEBUT AT GLOUCESTER QUAYS**

Peel Retail & Leisure has announced the opening of Søstrene Grene at Gloucester Quays, marking the Scandinavian homeware brand's first location in the city. The launch reinforces Gloucester Quays' reputation as a destination combining city centre convenience with high street favourites and aspirational outlet shopping.

Located at the main entrance into Gloucester Quays, from High Orchard Street, the new 3,987 sq ft store brings Søstrene Grene's distinctive Scandinavian-inspired homewares, small furniture, lifestyle accessories, and craft essentials to Gloucester for the first time. To celebrate the opening, the first 100 customers received a voucher for a free rug, while ballet dancers and a live string duo welcomed visitors at the entrance.

**Paul Carter, Asset Director at Peel Retail & Leisure**, commented: "Søstrene Grene joining Gloucester Quays reflects the destination's pull as the prime pitch in the city and a regional leader, as well as our unique ability to deliver an experience that blends the best of outlet offer with city centre retail. There's been huge excitement around this opening, and it's fantastic to see the enthusiasm it has generated. It's a real vote of confidence from a leading international brand."

**Norma Jacob and Richard Power, UK Venture Partners of Søstrene Grene**, added: "The response to our Gloucester Quays opening has been fantastic. The atmosphere across the weekend was brilliant, with so many people coming along to explore the new store and experience what Søstrene Grene is all about. The feedback has been incredibly positive, and it's been great to see shoppers already connecting with the brand. We're really excited to be part of the Gloucester Quays community and can't wait to welcome even more visitors in the weeks ahead."

This announcement follows the news that Peel Retail & Leisure has confirmed that Clip 'n Climb, the pre-eminent family-friendly climbing attraction, will be opening its latest all-action venue at



Gloucester Quays next year. The new 14,000 sq ft anchor located on the upper deck will further add to the vibrant line-up at the destination and strengthen its mix of retail and leisure.

## Ends

For further information, please contact Aver PR:

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### Notes to Editors

#### About Gloucester Quays

Gloucester Quays is a thriving 60-acre development located in the City of Gloucester next to the historic docks, museums and Gloucester Cathedral, all within easy reach of the Cotswolds.

#### About Peel Retail & Leisure - Realising Possibility

Peel Retail & Leisure is an ambitious regeneration business which owns and manages 12 million sq ft of property and 20,000 acres of land and water across the UK, with a total portfolio value of over £2.5 billion.

Established in 1972, it has generations of history, heritage and expertise and is responsible for some of the most transformational projects in the country including The Trafford Centre, Peel Waters' MediaCity and Peel NRE's Protos energy and resource hub in Cheshire.

Other Peel Waters regeneration sites include Liverpool Waters, Wirral Waters, Trafford Waters, Manchester Waters, Glasgow Waters and Chatham Waters with a development pipeline of around 30,000 homes, 10 million sq ft of commercial space and circa 160 acres of public realm over the next 20 to 25 years.

As part of The Peel Group, it strives to make a positive impact on people's lives and is a key partner in helping central and local Government tackle unemployment, reach net zero carbon targets, solve the housing crisis and level-up the country's regions to improve the prosperity, climate resilience and health and wellbeing of communities.

Peel Retail & Leisure has accelerated its action towards addressing climate change and biodiversity loss, and its five-year sustainability plan is aligned to the United Nations Sustainable Development Goals. It was also the first company in the UK to third party verify buildings as net zero carbon, as defined by the UK Green Building Council.

Peel's specialisms include large-scale mixed-use regeneration schemes, residential, retail, industrial and logistics, hospitality & leisure, and low carbon energy development.

**We see possibility. We deliver transformation.**

More information at [www.peellandp.co.uk](http://www.peellandp.co.uk) or follow us on Twitter @PeelLandP and [LinkedIn](#)