



GLOUCESTER QUAYS

PRESS RELEASE

18 Sept 2026

For immediate release

HOLLISTER MAKES SOUTH WEST OUTLET DEBUT AT GLOUCESTER QUAYS

Peel Retail & Leisure has announced that global lifestyle brand Hollister has signed for its debut outlet store in the South West, at Gloucester Quays.

Hollister has signed for the 8,000 sq ft unit on High Orchard Street, adjacent to the main entrance into Gloucester Quays' outlet mall, and opposite leading retailers Sostrene Grene and All Saints. Hollister, a brand of Abercrombie & Fitch Co., offers quality apparel, accessories and fragrance, and is particularly well aligned with Gloucester Quays' growing young and student audiences. The brand's mix of men's and women's assortments and seasonal collections, available at outlet prices, will complement the scheme's existing range of leading fashion brands such as Jack Wills, Levi's, The North Face, and Adidas.

Hollister's decision to open its first South West outlet store at Gloucester Quays is a strong endorsement of the destination's consistent outperformance, extensive regional catchment, and established reputation. Brands continue to choose Gloucester Quays first, as Berghaus chose the destination for its first standalone store in the region, and Gloucester Quays is also home to the only South West outlet location for All Saints. Hollister's arrival supports an already diverse mix of premium brands, restaurants, and leisure, reinforcing its position as a compelling all-day destination.

Paul Carter, Asset Director at Peel Retail & Leisure, commented: "Securing Hollister for its first South West outlet store is a fantastic milestone for Gloucester Quays. It demonstrates the strength of the destination, and our continued ability to attract sought-after and appealing brands, looking for the best locations and engaged audiences. Hollister is a quality addition to our fashion offer, one that was made possible by years of consistent footfall and sales growth, and a compelling tenant mix evolution that means Gloucester Quays is more relevant and interesting today than it was yesterday."



GLOUCESTER QUAYS

This new signing follows the announcement that Peel Retail & Leisure has achieved a record-breaking start to the year for Gloucester Quays, with rising H1 footfall, strong retail and leisure performance, and continued leasing momentum which reinforces its position as the South West's leading outlet.

Ends

For further information, please contact Aver PR:

gloucesterquays@averpr.com

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.



GLOUCESTER QUAYS

We see possibility. We deliver transformation.

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