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Media Release

COUNTRY ROAD LAUNCHES FIRST STORE IN THE ILLAWARRA

Australian iconic retailer Country Road has opened its first regional store between Sydney and Canberra with a new 425 square metre concept store at Stockland Shellharbour.

Featuring the brand's full lifestyle collection for woman, man, child and home, the new-look Country Road store enriches the centre's retail mix, and cements Stockland Shellharbour as the premier fashion destination in the Illawarra trade area.

More than 150 stores are now trading in the thriving shopping hub, and retailers who opened recently have been delighted with the scope of the redevelopment and its effect on sales.

Stockland Shellharbour Centre Manager, Brett Leonard, said the strong mix of retailers is reducing escape spending by providing more choice for customers within the local community.

"We are very pleased to see that the centre is performing above expectations and that both retailers, customers and the local economy is benefiting from the centre's new retail precinct.

We wish to thank all residents and visitors to the centre for their wonderful support. A record number of more than 590,000 people flocked to the centre last month and our research shows that traffic has increased 42 per cent on last year," he said.

Managing Director of Witchery, Iain Nairn, said the expansion of his premier clothing brand to Stockland Shellharbour has exceeded the company's predictions.

"Witchery at Stockland Shellharbour is trading up on our expectations, with strong sales performance being seen across our range of womens and childrenswear," he said.

Other new stores recently opened include Parliament, City Beach, in Sport, The Body Shop, Mr Spudleys Vegie Patch and Foot Locker.

Stockland Shellharbour offers an impressive mix of retailers and its expanded offering of aspirational fashion brands has created avenues for growth for brands such as Seduce. The well-known women's fashion retailer saw the modernisation of Stockland Shellharbour as an opportunity to launch their first regional store in Australia.

Similarly, the latest high-fashion women's label to hit Australia shores, OSOP, chose Stockland Shellharbour to launch its first concept store in Australia. The brand offers a range of suiting, daywear and casualwear for home, work or play.

In the coming months, customers will be able to explore new stores such as Diva, Collette, Smiggle, Nike, Foot Locker, Tarocash, Forcast and Sportscraft.

When completed in 2013, the new Stockland Shellharbour will present a full-line Myer department store, Target, Kmart, Coles and Woolworths, over 200 speciality stores, a new and expanded fresh food precinct, a City Square with alfresco dining and more than 3,000 car parking spaces to the local community.

Stockland: Celebrating 60 years in 2012

Stockland is one of Australia's leading property groups, developing and managing a large portfolio of residential communities, retirement living villages, retail, office and industrial assets. Stockland was recognised as the Most Sustainable Property Company in the World in the 2011/12 [Dow Jones Sustainability Index](#).

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