EPSOM & EWELL TIMES
For the community, by the community. A not-for-profit service

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On the Primarks Epsom, ready, steady, go 25th March

25 February 2026

Primark will open the doors of its new store at Epsom's The Ashley Centre on Wednesday 25 March at 10am, taking over the former House of Fraser unit.

To mark the moment, the first customers and loyal Primark fans will be welcomed by a live DJ. The new store will cover 31,400 sq. ft set over two floors and follows the retailer's recent recruitment of 90 new team members ready for opening day.

Customers will be able to shop the bestselling Primark products they know and love across clothing, kidswear, beauty, lifestyle and home.

In further good news for local shoppers, its popular Click & Collect service will also be coming to Epsom to enable customers to browse and order on the Primark website before picking up their items in store, at a time that best suits them.

Ewa Klepczuk, Primark Epsom's store manager, said: "After working at Primark for many years, I'm excited to now be part of bringing our exciting new store to Epsom. We know there is a lot of anticipation for our arrival, and with 90 new retail colleagues now in place, we're all working hard behind the scenes to ensure we're ready for opening day. I'm really looking forward to seeing the reaction of local shoppers when our doors open, where they'll find our famous Primark must-haves, all at unbeatable value for the entire family. Everyone is welcome to join in with our celebrations – we can't wait to see everyone there!"

Louisa Butters, Head of Urban Destinations (Retail & Offices) at CBRE Investment Management, owners of Ashley Centre, said: "The opening of Primark marks a significant milestone for the Ashley Centre and is a strong acknowledgement of the progress we've made through our recent refurbishment programme. As one of the UK's leading retailers, Primark brings both scale and drawing power, playing a key role in strengthening the scheme's anchor line-up and enhancing its overall proposition. Its arrival will further elevate the quality, accessibility and relevance of the destination, while reinforcing the confidence that major national brands have in our long-term vision for its continued transformation."

The new Epsom store will be Primark's 199th store on the UK high street and follows the retailer's last store opening in December 2025 in Royal Tunbridge Wells, Kent.

As shoppers prepare for the opening day, Primark customers can continue to shop at nearby stores in Sutton, Kingston-Upon-Thames and Guildford — and use Primark's handy online stock checker tool to track down their favourite styles before heading in-store.

Primark Press Release

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