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Up to £1 where sold

Primark to open in Epsom

9 February 2024



Primark will occupy 44,000 sq ft in the former House of Fraser space in the Ashley Centre, Epsom, utilising two floors and sitting adjacent to the scheme's central square near retailers such as JD. Forming the destination's anchor tenant, the new store will feature Primark's full offer, incorporating menswear, womenswear and childrenswear, as well as accessories, beauty, home, and lifestyle. The store is expected to create around 100 jobs for the local community and is set to open in early 2025.

Louisa Butters, Head of Retail Asset Management UK at CBRE IM, commented: "Primark's signing is a milestone moment for the Ashley Centre. The opening will mark the final stage of our two-year repositioning project that underpins our long-term strategy for the revitalisation of the Ashley Centre, ensuring that it continues to serve the needs of the community in every way possible. We are looking forward to welcoming Primark early next year, and delivering an optimised and enhanced experience and environment for our visitors."

Philippa Nibbs, Director of Sales UK, London and the South East at Primark, also said: "As we continue to invest in the UK high street, we are delighted to announce our new store in Epsom that will open next year. We look forward to becoming a part of this community and playing a central role in the refurbished Ashley Centre."

Primark in Epsom will join Newbury, Berkshire, as the next locations confirmed for Primark in 2025. This follows the recent news that Primark will be investing more than £100m in its UK stores this year, as it celebrates 50 years of Primark on the Great British High Street. Local shoppers in Epsom and the surrounding areas looking to get their Primark fix in the meantime will be able to visit the nearby Sutton, Kingston or Woking stores.

In 2023, the Ashley Centre welcomed a raft of new openings such as JD, Deichmann, and GAIL's Bakery, forming a key part of the centre's leasing strategy to evolve its retail and F&B offer. The centre's £7 million refurbishment will also work in tandem, seeing the reconstruction of the East entrance and enhancements to the interior, creating a refreshed and modern look.

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