

# **Record sales at Ocean Terminal GAP Outlet**

**Following its opening on Monday 14 October, GAP Outlet at Ocean Terminal has achieved the strongest sales performance for the group across the UK, compared to its other outlet store openings.**

After only six days of trading the store outstripped the performance of any other GAP Outlet store opening. It achieved its first week's sales target in only two and a half days and by the end of the first week had delivered 260% in sales against the set target for the store.

Ocean Terminal worked very closely with GAP to deliver a strong marketing campaign resulting in an outstanding launch week with increased visitor traffic to the store plus a significant boost to general shopping centre traffic over the first week of trade.

Commenting on the arrival of the first outlet at Ocean Terminal, Centre Manager, Dennis Jones said: "This is incredibly positive news following on from last week's series of administration announcements in the retail sector, these results certainly buck the trend and demonstrate the appetite among consumers for the outlet offering."

Ashton Casey, Gap Outlet Senior Marketing Manager added: "We're seeing our customer increasingly seek fashionable yet value driven product assortments. We believe Gap Outlet fills this gap in the market with new collections for the family landing every season and the same great American style at even better value. Our Gap Outlet channel is an ever growing arm of our

Gap business and we have high expectations that Ocean Terminal continues to drive this trend.”

