# London Designer Outlet attracts Columbia and New Era in expansion drive



London Designer Outlet (LDO), one of London’s premier retail and leisure destinations, is set to welcome internationally renowned US sportswear and lifestyle brands Columbia and New Era as its newest tenants. Columbia has committed to a 10-year lease for a 2,210 sq ft unit, with an anticipated opening this autumn, while New Era will join on a five-year lease for a 1,339 sq ft space. These signings align with LDO’s strategy of curating a blend of premium and aspirational fashion labels that cater to a broad and diverse shopper demographic in the capital.

Columbia is widely recognised for its outdoor and activewear offerings, including jackets, hiking gear, and footwear designed for men, women, and children. The brand appeals particularly to outdoor enthusiasts, from skiers to mountain climbers, as well as families embracing active lifestyles. Marcel Misere, Retail Director Europe at Columbia Sportswear, described Wembley as an “energetic and diverse” location, noting that the new store marks a significant step in the company’s UK expansion, bringing its blend of innovation and performance directly to London’s vibrant retail landscape.

New Era, famed for its licensed headwear and accessories tied to major US sports leagues such as MLB, NFL, and NBA, is expanding its UK footprint with a curated selection of baseball caps—including the iconic 59FIFTY model—alongside backpacks, hoodies, t-shirts, and shorts. The arrival of these brands complements LDO’s existing roster of influential US names including Calvin Klein, Tommy Hilfiger, and Levi’s, alongside established sportswear giants like Adidas, Nike, The North Face, New Balance, Asics, and Champion.

LDO’s Retail Director, Matt Slade of Quintain, highlighted that the addition of Columbia and New Era, coupled with renewed leases for Asics and Champion who have relocated within the centre, underscores the outlet’s success in consistently outperforming regional competitors. Slade emphasised the ongoing strength of the ‘healthy lifestyles’ trend, which continues to drive demand for fashion-forward activewear, particularly among families who form a key segment of the outlet’s clientele. He also pointed to LDO’s exceptional connectivity—being just 12 minutes from central London and well-served by multiple tube lines, trains, buses, and ample parking—as a critical factor in attracting a footfall of 16.4 million visitors annually. This audience comprises a mix of local residents, office workers, event attendees, international students, and commuters from northwest London and Hertfordshire.

LDO is unique in Europe for integrating retail, food and beverage, leisure, and events within an urban outlet setting, providing a dynamic environment for both shopping and entertainment. The centre, operated by Multi-Realm, offers 265,000 sq ft of retail and leisure space, housing approximately 70 outlet stores alongside restaurants and coffee shops.

The strategic leasing activity at LDO has been particularly pronounced in the past year, with 11 new lettings and relocations covering nearly 16,000 sq ft, including recent arrivals such as Crocs, French Connection, Rituals, and the first outlet store for Miniso in the capital. Furthermore, LDO has reported robust trading performance, with sales surpassing £8 million in May, marking six consecutive months of record-breaking figures, and a 7.4% year-on-year growth in June, reaching the highest monthly sales since before the pandemic.

These developments demonstrate London Designer Outlet’s continued ambition to be the destination of choice for both brands and shoppers seeking high-quality, accessible retail experiences supported by strong lifestyle and leisure offerings.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://premierconstructionnews.com/2025/09/25/columbia-and-new-era-become-latest-brands-to-join-london-designer-outlet/), [[2]](https://www.theindustry.fashion/columbia-and-new-era-to-join-roster-of-us-brands-at-london-designer-outlet/), [[3]](https://us.fashionnetwork.com/news/London-designer-outlet-adds-columbia-and-new-era-to-line-up%2C1767905.html), [[4]](https://fashionunited.uk/press/retail/columbia-and-new-era-become-latest-brands-to-join-london-designer-outlet/2025092584087), [[5]](https://ww.fashionnetwork.com/news/London-designer-outlet-welcomes-two-new-openings-one-upsize-and-strong-sales%2C1652244.html)
* Paragraph 2 – [[1]](https://premierconstructionnews.com/2025/09/25/columbia-and-new-era-become-latest-brands-to-join-london-designer-outlet/), [[2]](https://www.theindustry.fashion/columbia-and-new-era-to-join-roster-of-us-brands-at-london-designer-outlet/), [[3]](https://us.fashionnetwork.com/news/London-designer-outlet-adds-columbia-and-new-era-to-line-up%2C1767905.html), [[4]](https://fashionunited.uk/press/retail/columbia-and-new-era-become-latest-brands-to-join-london-designer-outlet/2025092584087)
* Paragraph 3 – [[1]](https://premierconstructionnews.com/2025/09/25/columbia-and-new-era-become-latest-brands-to-join-london-designer-outlet/), [[2]](https://www.theindustry.fashion/columbia-and-new-era-to-join-roster-of-us-brands-at-london-designer-outlet/), [[3]](https://us.fashionnetwork.com/news/London-designer-outlet-adds-columbia-and-new-era-to-line-up%2C1767905.html), [[4]](https://fashionunited.uk/press/retail/columbia-and-new-era-become-latest-brands-to-join-london-designer-outlet/2025092584087)
* Paragraph 4 – [[1]](https://premierconstructionnews.com/2025/09/25/columbia-and-new-era-become-latest-brands-to-join-london-designer-outlet/), [[2]](https://www.theindustry.fashion/columbia-and-new-era-to-join-roster-of-us-brands-at-london-designer-outlet/), [[3]](https://us.fashionnetwork.com/news/London-designer-outlet-adds-columbia-and-new-era-to-line-up%2C1767905.html), [[4]](https://fashionunited.uk/press/retail/columbia-and-new-era-become-latest-brands-to-join-london-designer-outlet/2025092584087), [[5]](https://ww.fashionnetwork.com/news/London-designer-outlet-welcomes-two-new-openings-one-upsize-and-strong-sales%2C1652244.html)
* Paragraph 5 – [[1]](https://premierconstructionnews.com/2025/09/25/columbia-and-new-era-become-latest-brands-to-join-london-designer-outlet/), [[2]](https://www.theindustry.fashion/columbia-and-new-era-to-join-roster-of-us-brands-at-london-designer-outlet/), [[3]](https://us.fashionnetwork.com/news/London-designer-outlet-adds-columbia-and-new-era-to-line-up%2C1767905.html), [[4]](https://fashionunited.uk/press/retail/columbia-and-new-era-become-latest-brands-to-join-london-designer-outlet/2025092584087), [[5]](https://ww.fashionnetwork.com/news/London-designer-outlet-welcomes-two-new-openings-one-upsize-and-strong-sales%2C1652244.html)
* Paragraph 6 – [[1]](https://premierconstructionnews.com/2025/09/25/columbia-and-new-era-become-latest-brands-to-join-london-designer-outlet/), [[5]](https://ww.fashionnetwork.com/news/London-designer-outlet-welcomes-two-new-openings-one-upsize-and-strong-sales%2C1652244.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://premierconstructionnews.com/2025/09/25/columbia-and-new-era-become-latest-brands-to-join-london-designer-outlet/> - Please view link - unable to able to access data
2. <https://www.theindustry.fashion/columbia-and-new-era-to-join-roster-of-us-brands-at-london-designer-outlet/> - Columbia and New Era have signed leases at London Designer Outlet (LDO) in Wembley Park. Columbia, the US outdoor apparel brand, has taken a 2,210 sq ft space on a 10-year lease, set to open this autumn. The store will offer a range of activewear, including jackets, hiking gear, and footwear for men, women, and children. New Era, the New York-based baseball cap company, has signed a five-year lease for a 1,339 sq ft unit, bringing its licensed merchandise from MLB, NFL, and NBA, including baseball caps, T-shirts, hoodies, and backpacks. Both brands join a roster of US brands at LDO, including Calvin Klein, Tommy Hilfiger, Guess, Levi’s, Skechers, Vans, The North Face, Converse, Nike, New Balance, and Champion. Marcel Misere, Retail Director Europe at Columbia Sportswear, expressed excitement about the opening, highlighting the location's energy and diversity. Matt Slade, Retail Director at LDO-owner Quintain, welcomed the new additions, noting the growing trend towards healthy lifestyles and the appeal of fashion-forward activewear among shoppers, particularly families interested in sports and outdoor pursuits. The arrival of Columbia and New Era, along with the renewals by Asics and Champion, forms part of LDO's wider leasing strategy to provide the right space in the best location, offering broad appeal across demographics and sustaining consistently high footfall. LDO is situated at the heart of Wembley Park, attracting 16.4 million visitors annually, including residents, office workers, day visitors, and event-goers. It is easily accessible from central London and is one of the few outlet centres in Europe that blends retail, F&B, leisure, and events in an urban setting.
3. <https://us.fashionnetwork.com/news/London-designer-outlet-adds-columbia-and-new-era-to-line-up%2C1767905.html> - London Designer Outlet (LDO) has announced the addition of Columbia and New Era to its lineup. Columbia, the US outdoor apparel brand, has signed a 10-year lease for a 2,210 sq ft space, set to open this autumn. The store will offer a mix of activewear, including jackets, hiking gear, and footwear for men, women, and children. New Era, the New York-based headwear and accessories brand, has signed a five-year lease for a 1,339 sq ft unit, bringing its range of licensed merchandise from MLB, NFL, and NBA, including baseball caps, T-shirts, hoodies, and backpacks. Both brands join a roster of US brands at LDO, including Calvin Klein, Tommy Hilfiger, Guess, Levi’s, Skechers, Vans, The North Face, Converse, Nike, New Balance, and Champion. Marcel Misere, Retail Director Europe at Columbia Sportswear, expressed excitement about the opening, highlighting the location's energy and diversity. Matt Slade, Retail Director at LDO-owner Quintain, welcomed the new additions, noting the growing trend towards healthy lifestyles and the appeal of fashion-forward activewear among shoppers, particularly families interested in sports and outdoor pursuits. The arrival of Columbia and New Era, along with the renewals by Asics and Champion, forms part of LDO's wider leasing strategy to provide the right space in the best location, offering broad appeal across demographics and sustaining consistently high footfall. LDO is situated at the heart of Wembley Park, attracting 16.4 million visitors annually, including residents, office workers, day visitors, and event-goers. It is easily accessible from central London and is one of the few outlet centres in Europe that blends retail, F&B, leisure, and events in an urban setting.
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5. <https://ww.fashionnetwork.com/news/London-designer-outlet-welcomes-two-new-openings-one-upsize-and-strong-sales%2C1652244.html> - London Designer Outlet (LDO) has secured two new deals and an upsize at the fashion and lifestyle destination. LDO has signed international sportswear and outdoors retailer Columbia and fellow US-based headwear and accessories brand New Era as the latest brands set to arrive at the Wembley, West London destination. Set to open this autumn, Columbia has taken a 2,210 sq ft space on a 10-year lease, stocking its wide mix of activewear including jackets, hiking gear, and footwear for men, women, and kids. Meanwhile, New Era has signed a five-year lease for a 1,339 sq ft space, with the headwear and accessories brand introducing its licensed merchandise products from the MLB, NFL, and NBA, to name a few. This includes its major range of baseball caps - including the star 59FIFTY style - as well as accessories across backpacks through to T-shirts, shorts, and hoodies. Apart from the two new arrivals, LDO also said it has signed new lease agreements with sportswear brands Asics and Champion. Both retailers have been relocated to new spaces taking 1,818 sq ft and 1,640 sq ft, respectively. These activities follow 11 new lettings and relocations totalling 15,759 sq ft during the past 12 months, including the arrival of Crocs, French Connection, and Rituals, as well as a first outlet store for Miniso. Matt Slade, LDO retail director for operator Quintain, said: “Global and British fashion, sports, lifestyle and homewares brands perform incredibly well here, consistently outperforming their regional counterparts, and this is evidenced by Asics and Champion both signing new deals. With recent ‘healthy lifestyles’ trend showing no signs of slowing down, we are confident Columbia and New Era, with their extensive ranges of fashion-forward activewear, will become firm favourites among our shoppers, particularly for our repeat visiting families customer group where sport and outdoors pursuits are a key focus.” The arrival of Columbia and New Era, and the renewals by Asics and Champion, forms part of LDO's wider leasing strategy which sees us work with our brands to provide the right space in the best location so we can offer a broad appeal across demographics that sustains our consistently high footfall. The outlet centre has also seen strong sales, with May figures surpassing £8 million, marking the sixth consecutive month of record-breaking trading. The centre has also recorded year-on-year growth of 7.4% in June, reaching over £8.9 million, the month’s strongest trading since before the pandemic. The outlet centre has also seen strong sales, with May figures surpassing £8 million, marking the sixth consecutive month of record-breaking trading. The centre has also recorded year-on-year growth of 7.4% in June, reaching over £8.9 million, the month’s strongest trading since before the pandemic. Copyright © 2025 FashionNetwork.com All rights reserved.