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New Look And New Tenants For Eastgate Shopping Centre: The Retail Destination Of Choice In The East Of Johannesburg

8 March 2016 - Eastgate Shopping Centre, one of Johannesburg's largest super-regional malls, is nearing the completion of its 24-month refurbishment and extension programme with the project being driven by Asset Manager, Stanlib. The shopping centre will soon be ready to launch as the leading premier lifestyle destination in the East of Johannesburg with 133,000 m² of prime retail space to cater for every kind of shopper.

The extensive project has already seen a façade and image transformation. Alex Phakathi, Liberty Property Portfolio Fund Manager for Eastgate Shopping Centre says, **"The design approach takes its inspiration from Eastgate's location in a valley with beautiful surrounding views out to the northern and southern hills. Massive windows have been added on the lower and upper level of Woolworths to emphasize the external environment and achieve more natural light. The refurbished entrances have double volume glass facades with huge overarching roofs to welcome the landscape into the centre and in turn allow the centre to reach out to its physical environment. The relocation of lifts and mall links and the creation of an additional two levels of parking have considerably improved the flow of foot-traffic of the mall. One of the goals of the project is also to improve accessibility for shoppers."**

The project has ensured the introduction of fast-fashion powerhouse outlets such as Zara and River Island. 2016 has already seen the further introduction of a diverse selection of premium brand tenants such as the high-end skincare specialist Dermalogica store that opened in February.

Shoppers can now enjoy the offering from renowned toy-store Hamley's which opened on the 2nd of March. The world-famous toyshop best known for its London Regent Street store will showcase its wide range of unique toys in its new Eastgate home. The Eastgate store is currently the largest Hamley's store in South Africa that spans an impressive 1226m².

In addition, a number of new food offerings will be introduced to the centre. The Nü Health Food Café chain of trendy health restaurants has taken Cape Town by storm, and Eastgate shoppers will be able to enjoy the Nü Health offering in April. Nü Health is a complementary match for the health conscious and trendy clientele that frequent Eastgate.

Seven Colours due to open in April will add to the centres café offering. Shoppers can also look forward to the re-opening of Bedfordview's favourite, Harpers. Harpers will be located in a new stand-alone store near the new Zara mall link.

In early December 2015, Ster-Kinekor unveiled a magnificent cinema and entertainment complex. The offering boasts luxurious Cine Prestige 3D cinemas and an IMAX® theatre.

Phakathi concluded, **"We are delighted with the success of the project to date and encouraged by the positive consumer feedback. Currently there are over 280 tenants trading at Eastgate Shopping Centre with the figure due to increase to over 300 by the end of 2016."**

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