

SUPERDRUG TO OPEN ITS LARGEST STORE IN THE NORTH-WEST AT MANCHESTER'S TRAFFORD CENTRE WITH CELEBRITY APPEARANCE FROM CHARLOTTE DAWSON



Manchester to launch new store in Trafford Centre offering Beauty Services, luxury fragrance and exclusive brands

Superdrug has today (20th July) opened its doors to a brand-new store in Manchester's Trafford Centre. Creating a total of 20 permanent and temporary jobs, the new 8095sq. ft store will offer customers access to the latest health and beauty products, everyday toiletries, beauty treatments and luxury fragrances.

TV personality and influencer, Charlotte Dawson, made a special appearance to officially open the doors and celebrate the Northern milestone. Charlotte commented: *"I'm so excited to be opening Superdrug's new Trafford Centre store today - I'm a huge beauty fan and Superdrug is somewhere I've shopped all my life. The fact that it's now the biggest in the North-West is amazing, I can't wait to have a proper look at all the products and raid the makeup aisles!"*

Following the re-opening of its Manchester Arndale store earlier this year, the new Trafford Centre location will be Superdrug's largest in the North-West, and further proves its commitment to investment in the region. Customers can choose from a wide range of health and beauty products, such as Superdrug's new own-brand cosmetics range Studio London, as well as other best-selling ranges including B. Skin, Me+, Vitamin E, Optimum, Naturally Radiant.

Offering a competitive array of exclusive beauty and personal care brands, beauty enthusiasts can access a host of top brands, including the likes of Revolution, MUA, Bourjois and 3INA. Shoppers can also discover their go-to scent at the store's new fragrance counter, boasting exciting and purse-



friendly promotions on perfume and aftershave by premium brands such as YSL, Viktor & Rolf, Giorgio Armani, Prada and Valentino.

The new store will also feature its very own Beauty Studio area, where customers can access professional treatments at affordable prices, as well as an extensive fragrance counter. Within Beauty Studio, customers will have access to two nail bars, as well as eyebrow threading and piercing services.

Nigel Duxbury, Property Director at Superdrug, said *“We are so pleased to be announcing the opening of our brand-new Trafford Centre store. With a wide range of popular health and beauty brands, a luxury fragrance counter, and a professional Beauty Studio, we’re confident that our customers will love and welcome the new store.”*

Shoppers will also have the chance to sign up to Superdrug’s Health & Beautycard to collect points to redeem on future purchases, with exclusive offers available for cardholders, including lower member prices, bonus points offers, birthday treats and the option to pay with points.

Simon Layton, Centre Director at Trafford Centre, added: *“Superdrug is a much-loved high-street giant and extremely popular with our customers, so we’re delighted that the brand has invested in a new, larger unit. We’re sure visitors will be impressed by the stunning, new-look store and wowed by the impressive range of health and beauty brands on offer.”*

-ENDS-

Address:

Superdrug
Unit LSU 7
The Trafford Centre
Peel Avenue
M17 8AA

Opening hours:

Monday to Friday: 10:00am – 10:00pm
Saturday: 9:00am - 9:00pm
Sunday: 12:00pm - 6:00pm

For further information, product press releases or requests for comment, please contact the Superdrug press office at Mind+Matter on 01273 712000 or email superdrug-mindplusmatter@evokegroup.com

Notes to editor:

Superdrug offers the best in trending beauty brands, everyday personal care and essential health products. With over 830 stores across the UK and Ireland, Superdrug brings the best in accessible beauty and health to the high street and online. Superdrug shoppers can locate their nearest store by visiting the [store finder](#) on superdrug.com.