

SISTER

THE REGENT STREET GIFT CARD

The Regent Street Association is pleased to announce the launch of the Regent Street Gift Card, the first to be offered by a UK high street rather than a shopping mall.

The Gift Card will be accepted in over one hundred stores, hotels and restaurants in and around Regent Street, including the Regent Street Food Quarters, Heddon Street and Swallow Street.

The Gift Card is a great way of solving those difficult gift purchases whether it is a corporate incentive or personal present. Accepted by Hamleys, Penhaligon's, Burberry, Molton Brown, Gap, Uniqlo and many more, the Gift Card caters for everyone; a one stop shop in London's renowned West End.

Available to the public in any amount between £10 - £500, and corporate organisations in larger amounts, the Regent Street Gift Card, which is valid for one year, can be purchased from regentstreetonline.com or directly from the Regent Street Association offices.

The Regent Street Gift Card is being provided by Store Financial, an international payment systems processor. Stuart Green, Store Financial's Managing Director says, 'We are delighted to be working with Regent Street on this incredibly exciting project. Known the world over as one of the best shopping destinations, providing a wonderful mix of luxury and leisure in London's West End, it is only fitting that a Gift Card can now be purchased as the perfect present for your friend or loved one, or as a fantastic reward or incentive for your employee.'

The Regent Street Gift Card joins the recently launched Regent Street Shopping app, 'Living Regent Street' and the new edition of the Regent Street Guide.

Regent Street has recently seen the launch of the largest Burberry store in the world, as well as the new shops on Brewer Street, Woolrich, Wolsey, Jack Spade, Stone Island and Raffa. The re-development of the Piccadilly end of Regent Street has seen the launch of Coach, Nespresso, Sebago, Ugg, Lotus, Brasserie Zédel and soon to open Café Royal.

The Regent Street Association, founded in 1925, is a membership organisation and represents all the shops, restaurants, hotels and offices in and around Regent Street. The RSA organises the Christmas Lights, the Regent Street Festival and other traffic free events in Regent Street and promotes Regent Street to residents, visitors and those who work in the area.

About Store Financial: With offices in the UK and the US. StoreFinancial offers comprehensive turnkey Gift Card programmes to shopping centers and retailers across the United States, Canada and seven European countries (United Kingdom, Ireland, Germany, Austria, Spain, Italy and Belgium).

twitter.com/regentsonline

facebook.com/RegentStreetOfficial

youtube.com/regentstreettv

For further information please contact Lucia Ruz or Susie Howard

T: 44 (0)20 7287 9601

Email: lucia.ruz@sisteris.com or Email: susie.howard@sisteris.com

Sister, a creative multi-platform communications agency that strategically integrates public relations with marketing, advertising, social media, digital design, web development and film production.

In our efforts to minimise our impact on the environment, please consider whether you need to print out this information.

This communication and all information contained are confidential and may be legally privileged. The content is intended solely for the use of the individual or entity to whom it is addressed and others authorised to receive it. If you are not the intended recipient it is hereby brought to your notice that any disclosure, copying, distribution, or dissemination, or alternatively the taking of any action in reliance on it, is strictly prohibited and may constitute grounds for legal action, either civil or criminal.