



OFFICIAL OPENING: Nick Samuel, managing director of Hobbs, celebrates the clothing chain's new home at Milsom Place with customer Kate Authers

Chain's second largest shop

A national fashion retailer has become the latest tenant of Bath's £13 million Milsom Place development.

Hobbs, which sells women's clothes at more than 100 stores in the UK, first opened a shop in Bath on Milsom Street 21 years ago.

Managing director Nick Samuel said the chain's former city centre premises had achieved the best sales density in its portfolio.

At 3,450 sq ft the new store is second only in size to Hobbs' flagship shop on the Kings Road in London.

Mr Samuel said: "The demand from our customers for Hobbs collections had outgrown the previous site. By moving to a larger unit in Bath, we are able to showcase the full collection to these loyal customers.

"We love the new development because it is sympathetic to the buildings in the area and delivers a sophisticated lifestyle offering in the heart of Bath."

The store held its official opening on Thursday after several weeks of trading in its new home. It is one of 26 retail outlets in Milsom Place.

The development will also be



OPENING IN MILSOM PLACE: Jamie Oliver will have a 200-seat Italian restaurant in the new development

home to four restaurants, including the refurbished Moon and Sixpence and a 200-seat Italian restaurant being launched by the chef Jamie Oliver.

Mike McElhinny, of property consultants King Sturge, which is marketing the development, said: "Milsom Place will have a dramatic impact on shopping in the north of Bath."

Construction work is due to be completed by the end of May.