

# DUKES LANE

BRIGHTON

BROCHURE  
JANUARY 2024







## INTRODUCING

# DUKES LANE

**Welcome to Dukes Lane – a hidden gem in the heart of Brighton for those in the know to shop, eat and simply be.**

Home to a vibrant community of business owners, Dukes Lane is an eclectic collection of 21 units housed along a winding courtyard. This unique retail destination offers a warm welcome to Brightonians and day-trippers alike in search of something different.

Dukes Lane now features available space and opportunity for local businesses and creatives to pop up and establish themselves within the city.

DUKES LANE

# AT THE HEART OF BRIGHTON

**A distinct locale sitting alongside the buzz of Brighton's iconic narrow lanes, Dukes Lane is transforming.**

Offering a premium retail destination for savvy business owners, Dukes Lane provides 15,000 sq ft of diverse national and independent lifestyle brands in a secluded courtyard location.

This is a community of personality-filled businesses, working together to create a welcoming sanctuary in a popular and historic part of Brighton.



## **Long-Term & Short-Term Opportunities**

Right in the heart of Brighton, Dukes Lane welcomes you to join a retail haven with a difference.

With short and long-term opportunities, Dukes Lane is the perfect home for brands who want to mark their stamp in Brighton.

We are always on the look-out for brands with the passion and flair to light up our space differently.







## DUKES LANE REFLECTS THE BEST OF BRIGHTON

### OCCUPIERS

# MEET THE NEIGHBOURS

At Dukes Lane, you're joining a family of brands who are offering a dynamic edge to the Brighton scene. Progressive business owners are invited to come together in a proud local community where relationships bloom and grow. Here, you'll find an environment unlike any other shopping lane in Brighton. A place where businesses face each other around a central court, and work together to welcome visitors.

Whether you're a big name in contemporary tailoring, you offer the best in natural skincare, or you're a loved local business in search of your second or third site, you'll be at home in Dukes Lane. This is an exclusive destination for brands who want to build a relationship with an astute local community. Tucked away in the heart of Brighton's shopping district and just minutes from the seafront, Dukes Lane reflects the best of Brighton; it's the perfect spot for up-and-coming and established brands who have their eye on a new location.



**F FARAH®**

**MOWGLI**  
STREET FOOD

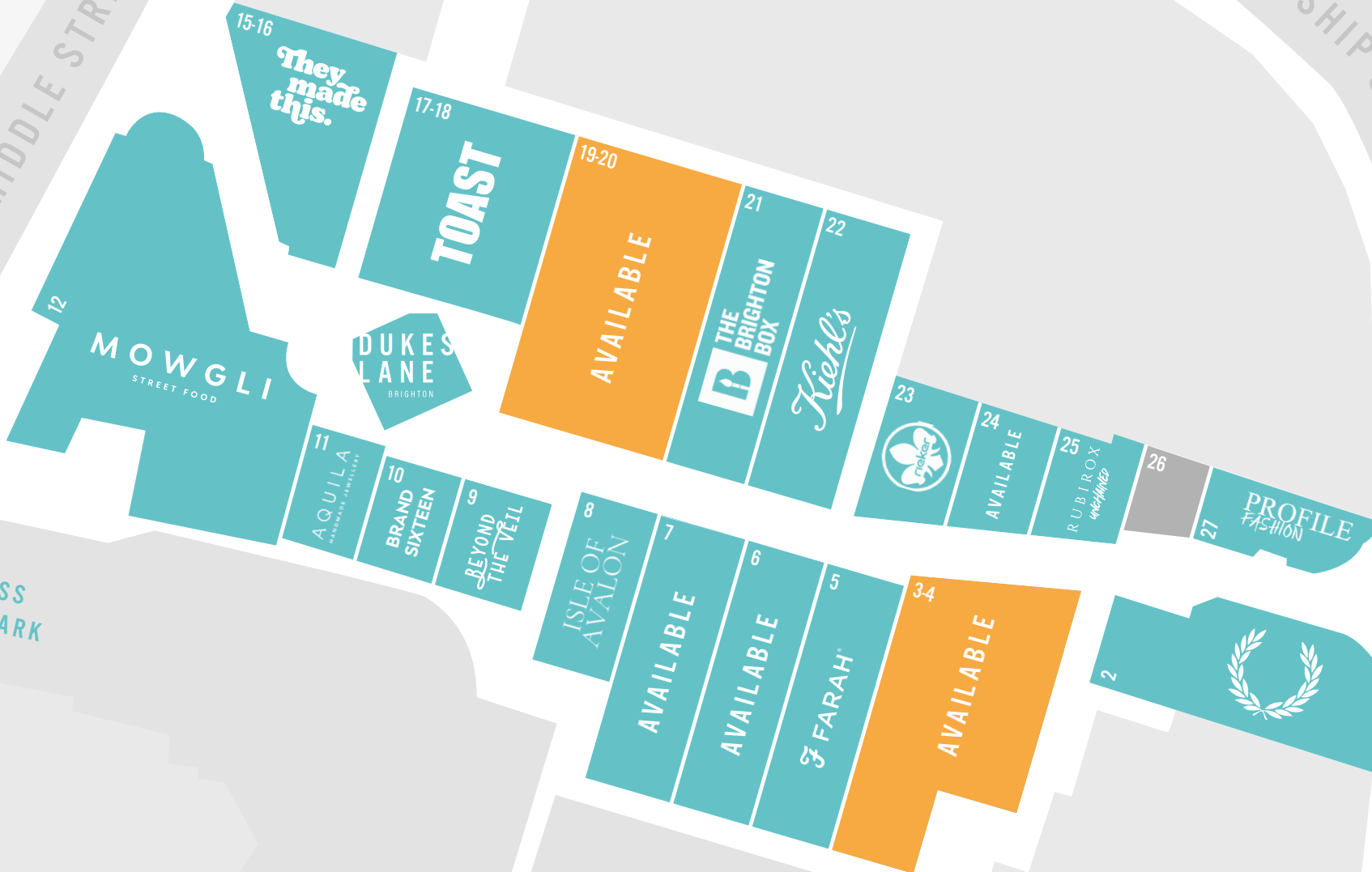
*Kiehl's*

**TOAST**

NO ACCESS  
TO CAR PARK

MIDDLE STREET

SHIP STREET



CAR PARK

CARETAKER'S  
OFFICE

CAR PARK  
ENTRANCE

PEAK FOOTFALL INCREASE  
OF 191.8% YEAR ON YEAR\*

\*Week 1, 2019

MARKETING & CUSTOMER ENGAGEMENT

# BUILDING A COMMUNITY

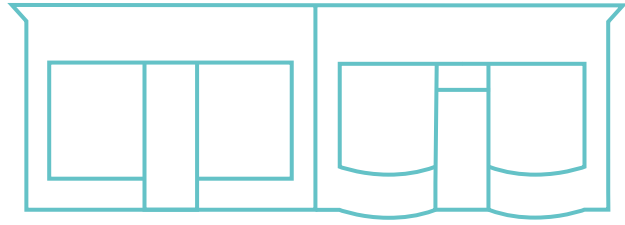
**As part of the landlord's long-term commitment to further build a community of occupiers and loyal customer-base, we have a dedicated marketing and PR team who work with our brands to engage with locals and visitors.**

This includes aligning strategies to boost promotions, product launches and in-store events.

Dukes Lane is held vibrant through regular events and marketing campaigns to introduce new visitors to the Lane and keep loyal customers excited.

Existing efforts have increased footfall by 32.5% year on year and have seen record trading days for some of the stores as a result.





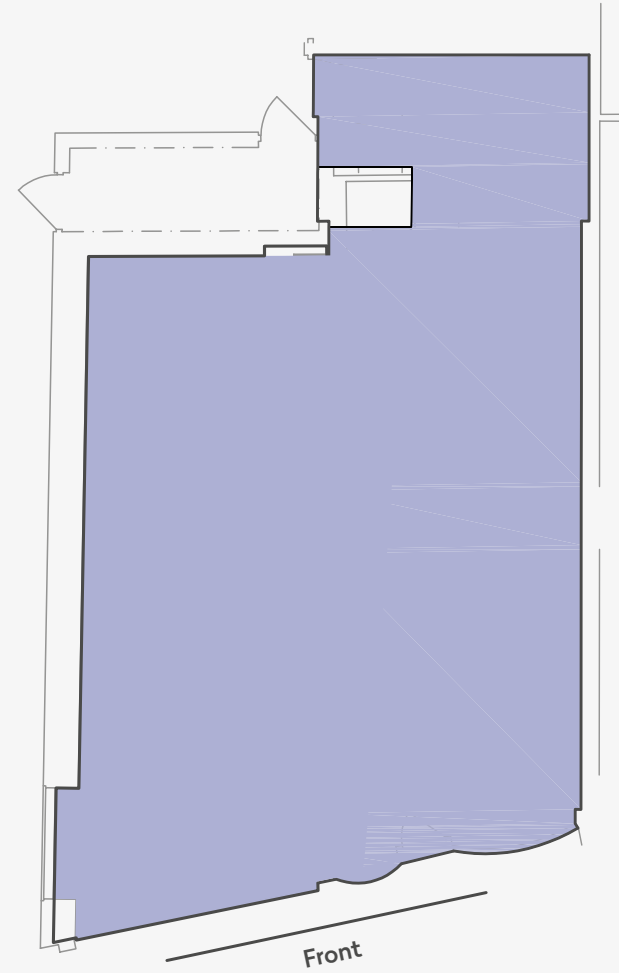
# UNIT<sup>3-4</sup>



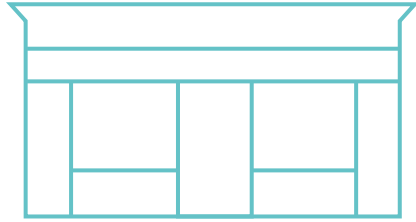
## UNIT AREA

	SQ FT	SQ M
Ground	1,153	107.1

## GROUND FLOOR







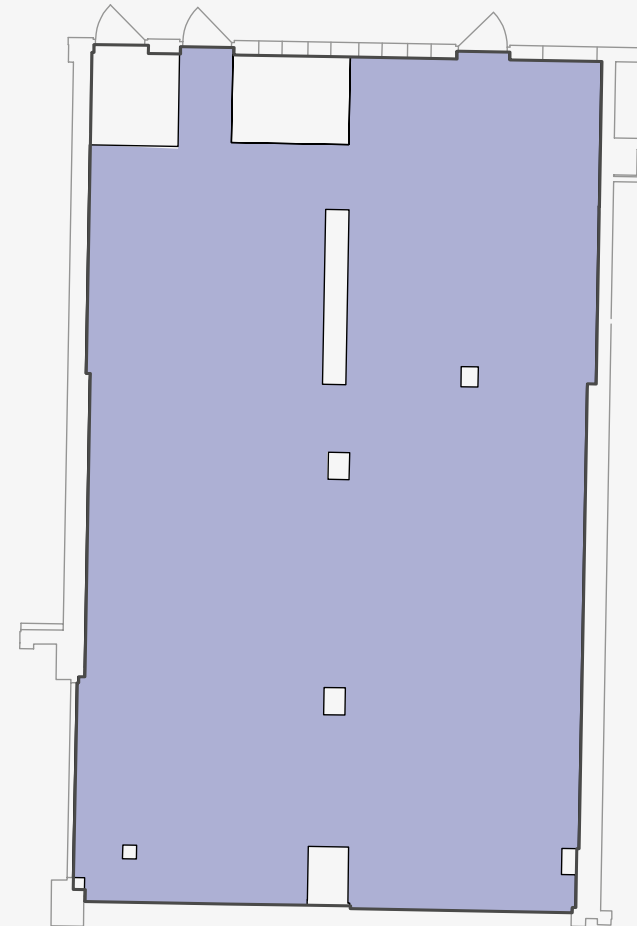
# UNIT 19-20



## UNIT AREA

	SQ FT	SQ M
Ground	1,480	137.5

## GROUND FLOOR



Front



## CATCHMENT

# A PLACE TO DISCOVER

Centrally positioned, Dukes Lane is within a 6-minute walk of 4 car parks.

Just 11 minutes' walk from Brighton train station, with 8 trains per hour to/from London, and a journey time of just over 50 minutes.

Brighton's catchment population of over 770,000 makes it one of the UK's most popular and unique retail and leisure destinations that ticks all the boxes.

A booming retail destination, Brighton attracts £267 million every year from tourist spend alone. And with over 4,000 people moving from London to Brighton every year, brands can really make the most of the area's ever-growing affluence.



# BRIGHTON HAS MORE THAN 10 MILLION VISITORS EVERY YEAR



## OVER £1 BILLION

ongoing Seafront development and regeneration projects in Brighton (Visit Brighton)



## OVER 770,00

residents in the wider Brighton area  
([www.brighton-hove.gov.uk](http://www.brighton-hove.gov.uk))



## OVER 10 MILLION VISITORS

to Brighton & Hove per annum ([www.brighton-hove.gov.uk](http://www.brighton-hove.gov.uk))



## OVER 4,000 PEOPLE

per year have moved from London to Brighton in recent years (Visit Brighton)



## NO.1 DESTINATION

Top beach destination in the UK (Trip Advisor)



## MOST ENTREPRENEURIAL

Most new companies started in the UK (Instant Offices)



## £267 MILLION

non-grocery tourist spend per annum  
(Shoppertrak)



## 32,500 STUDENTS

Brighton is home to the University of Sussex and the University of Brighton (Visit Brighton)



# SEE WHAT OUR TENANTS HAVE TO SAY







"The team at Dukes Lane have been completely amazing. They are so incredibly supportive of *They Made This* and of all the local independent businesses they are nurturing in the area."

Aine Donovan (They Made This)



"I genuinely love meeting the lovely people that come into store. I've been so lucky to have met the most gorgeous people since opening the store in July."

Emily Event (Zola Amour)



"Thank you so much for all your support! We loved having the opportunity to expand *The Pop-Up Club* to Brighton and definitely want to come back this year!"

Tillie Peel, The Pop-Up Club



RATES UPON REQUEST

FOR MORE INFORMATION

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# CONTACT

MARKETING & POP UP ENQUIRIES

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LONG TERM LEASES

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