

RETAIL WEEK

Ocado to open bricks and mortar store to kick-start Marie Claire venture

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Ocado will open a physical shop as part of the launch of its new health and beauty venture with Marie Claire, Retail Week can reveal.

The online grocer, which unveiled details of a partnership with women's magazine Marie Claire in February last year, will open the store in London's Tottenham Court Walk next month.



Derwent London's Tottenham Court Walk development, where Ocado will open its first Fabled by Marie Claire store.

The 7,200 sq ft space will operate under the Fabled by Marie Claire fascia, stocking a selection of beauty and wellness products from brands including Chanel, Benefit, Clinique and Yves Saint Laurent.

The flagship store will open in August, in conjunction with the launch of the fabled.com transactional website.

It will be just [Ocado's](#) second bricks and mortar shop. The retailer's only other store, its Paws and Purrs shop in Stoke Newington, is dedicated to its Fetch pets business.

The launch of the Fabled by Marie Claire store comes just months after [Ocado's chief financial officer Duncan Tatton-Brown hinted that the retailer was eyeing a physical space for the business.](#) He told Retail Week in December: "We may well add physical in our health and beauty business... small outlets to enable us to display what we offer."

As previously reported, [Ocado poached John Lewis's head of buying for beauty and accessories Amanda Scott](#) to lead the health and beauty venture.

Fabled by Marie Claire joins retailers such as [Hotel Chocolat](#), [Oasis](#) and [Waterstones](#), who have already signed up to the Derwent London scheme.

Eight of the nine units at the development, which aims to “redefine the location and bridge the gap with Oxford Street and Fitzrovia”, have already been let.

Property agents Kenningham Retail, Savills and Shelley Sandzer have let the units.

Derwent London head of leasing Celine Thompson said: “We are delighted to secure Fabled by Marie Claire at Tottenham Court Walk. They share our vision of a revitalised Tottenham Court Road.

“We have seen strong momentum here and this is set to continue further as we see the benefits of Crossrail station opening in 2018 and the area reclaiming its title as ‘London’s crossroads’.”