

Reserved finally debuts in UK with Oxford Street store and website launch

By [Sandra Halliday](#) - September 6, 2017

Poland's answer to Zara and H&M, the Reserved chain that is LPP's star brand, opened on Oxford Street in London Wednesday, finally filling the site left vacant by the BHS flagship closure a year ago.

Reserved

The store covers a substantial 32,000 sq ft and for those nowhere near London who want to tap into the offer, the Brand's UK e-tail site went live at the same time as the store opened its doors.

There will be some exclusive items in-store to encourage shoppers to make the trip to Oxford Circus, as well as fortnightly new-in drops.

With Kate Moss as its face, Reserved is Polish retail giant LPP's biggest brand and accounted for around half the parent company's total revenues last year. And it's growing fast. The firm said just a few days ago that in Q2 this year, the Reserved brand saw revenue rising 14% year-on-year to over PLN762.6 million (around £164 million).

The brand, which has also recently debuted in Berlin and Minsk, is already planning a second London store, according to reports.

The opening of the new store puts it at the heart of the mass-market hub on one of London's top shopping streets. It's just a stone's throw away from major branches of Zara, H&M, Pull & Bear, River island, Mango, Gap, Uniqlo and, of course, Topshop's global flagship.

So what's on offer there? Women's, men's and kids/baby clothing, shoes and accessories with dresses ranging from £9.99 to £39.99. Bomber jackets start at £19.99 with the most expensive outerwear being a £99.99 leather biker. Jeans start at £14.99, rising steadily through a variety of styles such as pearl-trimmed, distressed, laced, and floral embroidered, to a pair at £39.99 with intricate side panel detailing.

Men's product continues the value pricing with the highest prices being around £59.99 for outerwear or a blazer. Overall, the store mixes trend-led pieces with volume basics (plain T-shirts start at £5.99 while a linen shopper is £3.99).

Meanwhile footwear also offers a lot for anyone on a budget with velvet pumps at £19.99, ankle boots at £24.99 and the highest being price for a 100% leather soft mid-calf-length boot with a statement heel.

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