



BRIEF

In 2013, MMX Retail was jointly instructed to advise Smiggle on its proposed UK entry. Smiggle is part of The Just Group, one of Australia's largest retail groups.

RESULTS

In March 2014, the first Smiggle store opened in the UK in Westfield, Stratford. By the end of 2015, 46 stores were trading across the UK, 100 stores trading by June 2017 and a target of 250 by 2018.

MMX Retail has utilised its vast UK knowledge to advise in a wide range of locations within the national hierarchy.

TESTIMONIAL

John Cheston, Managing Director at Smiggle, said: "Since our UK launch in 2014, we have traded exceptionally well and we are very proud that Smiggle-mania has continued to spread across the UK. Our continuous success hinges on acquiring the right stores in the right locations and MMX Retail has been an integral part of our team."

Josh Molloy, Global Property Director at The Just Group (Smiggle's Parent Company) added: "As a fairly recent entrant to the UK market, it is important that we select the right locations for our brand to grow. MMX Retail is fundamental to our success in the UK and is one of our trusted advisors."