



# FAIRHILL

---

## SHOPPING CENTRE





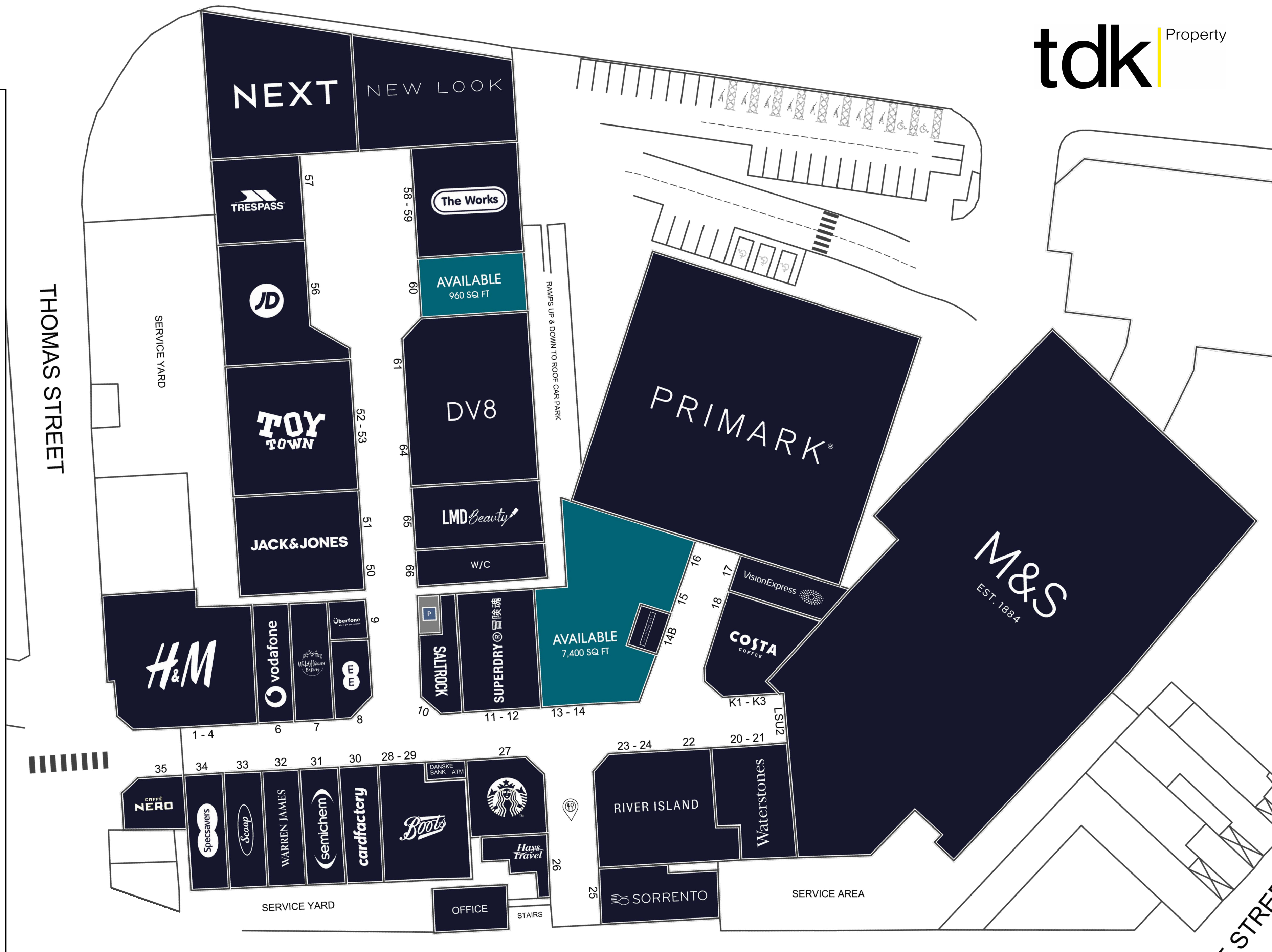
# FAIRHILL

## SHOPPING CENTRE

### ANCHOR RETAILERS

RETAILER	SQ.FT
Primark	38,158
M&S	64,217
Next	24,596
H&M	15,179
River Island	10,900
New Look	20,731

F — H





# 2025 - A YEAR OF TRANSFORMATION



NEW  
TENANTS



NEW  
BRAND  
IMAGE



PRIMARK  
COMES TO  
FAIRHILL



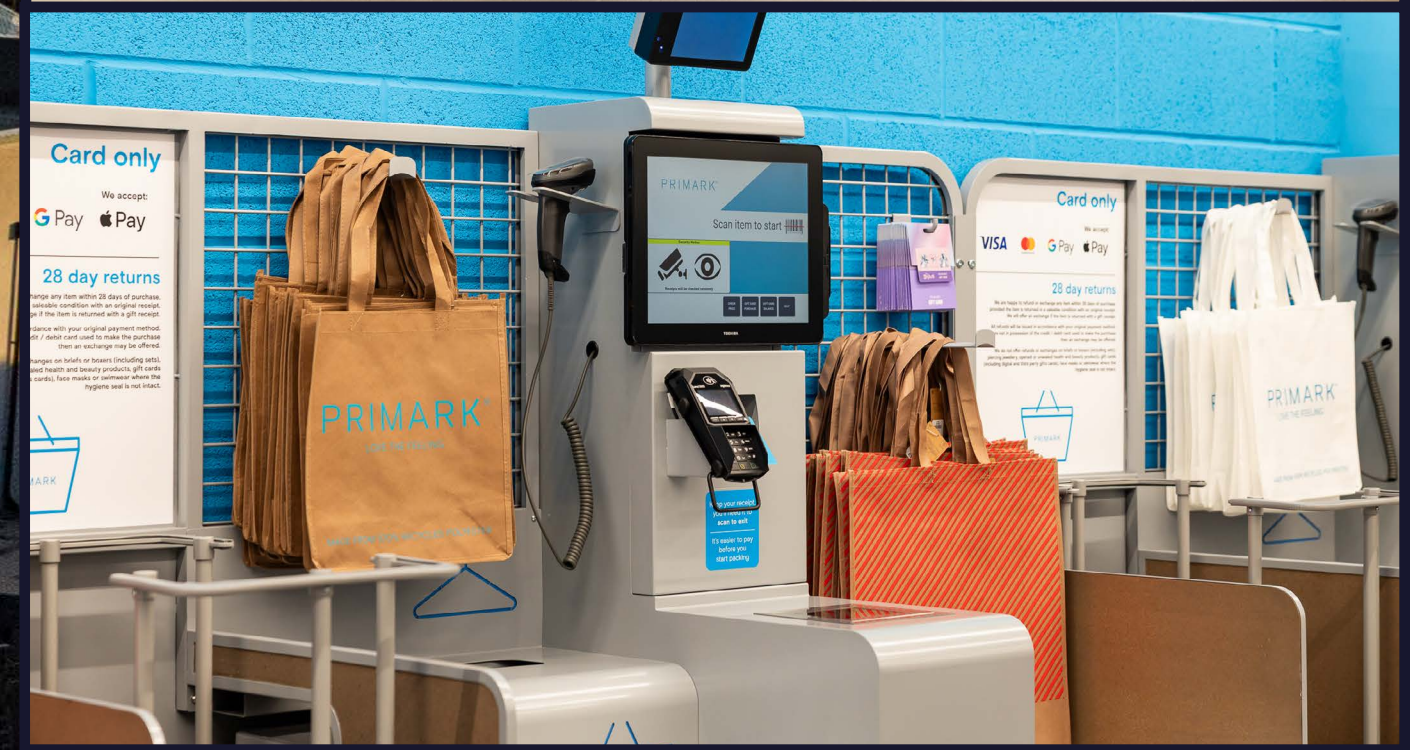
IMPROVED  
MALL





# PRIMARK COMES TO FAIRHILL.

WATCH OUR PRIMARK TRANSFORMATION







IMPROVED MALL.





NEW  
BRAND  
IMAGE.

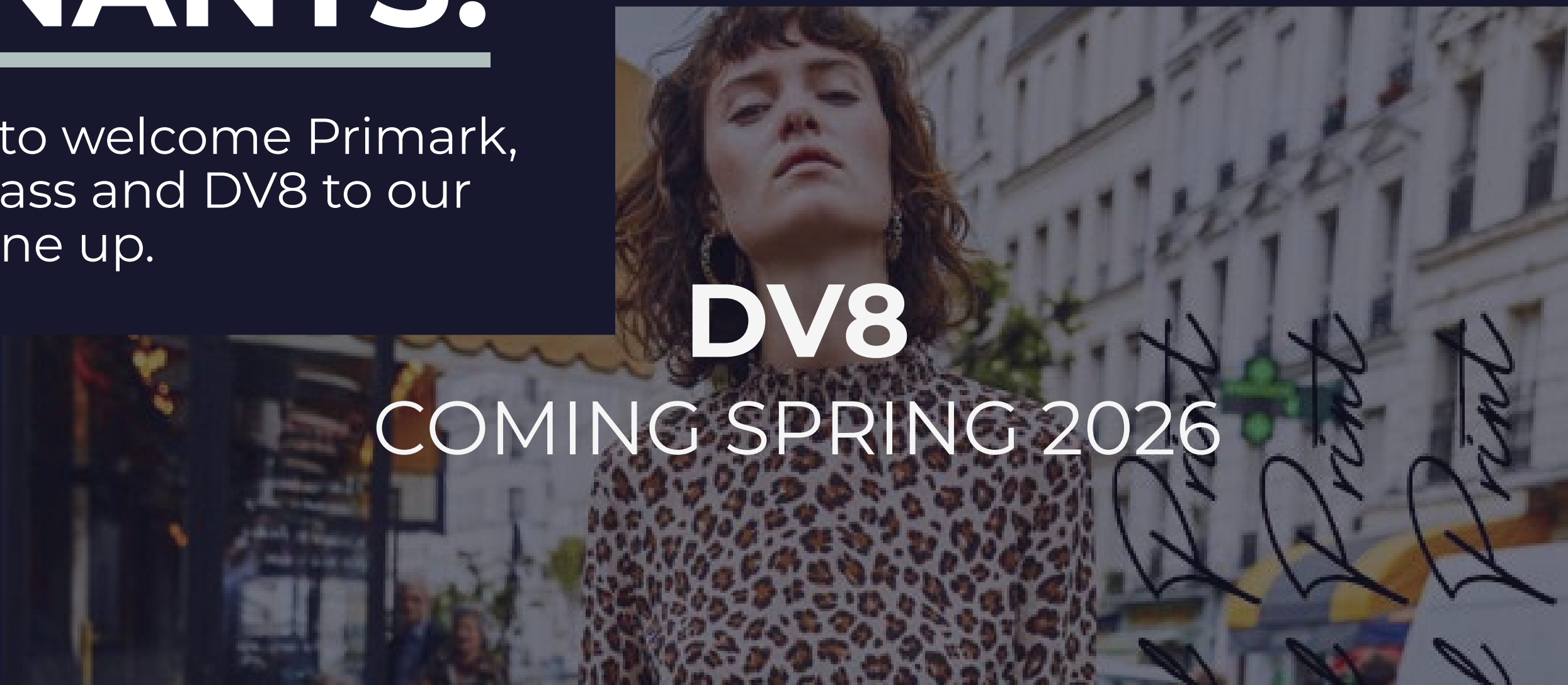






# NEW TENANTS.

In 2025 we are excited to welcome Primark, Warren James, Trespass and DV8 to our tenant line up.



PRIMARK®

WARREN JAMES

DV8



# AUDIENCE DEMOGRAPHICS.

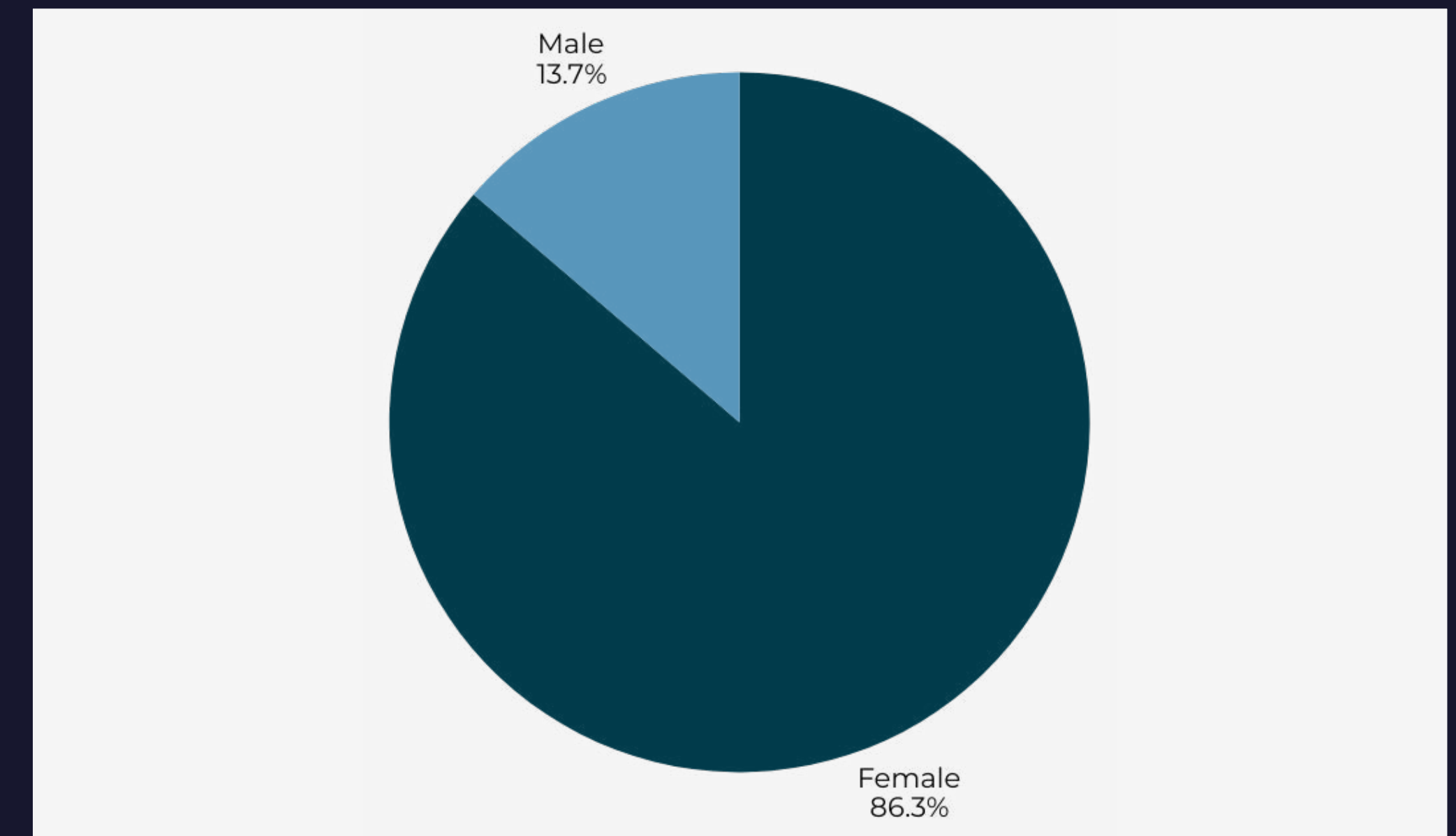
Fairhill has been actively investing in high-performing digital campaigns to drive awareness and engagement, and translating these into increased sales and footfall for the centre.

Using a combination of organic social media across Instagram, Facebook and TikTok, along with targeted Paid Ads, we reach a wide range of demographics across Northern Ireland. There is a readily-engaged audience who are interested in Fairhill's fashion offering.

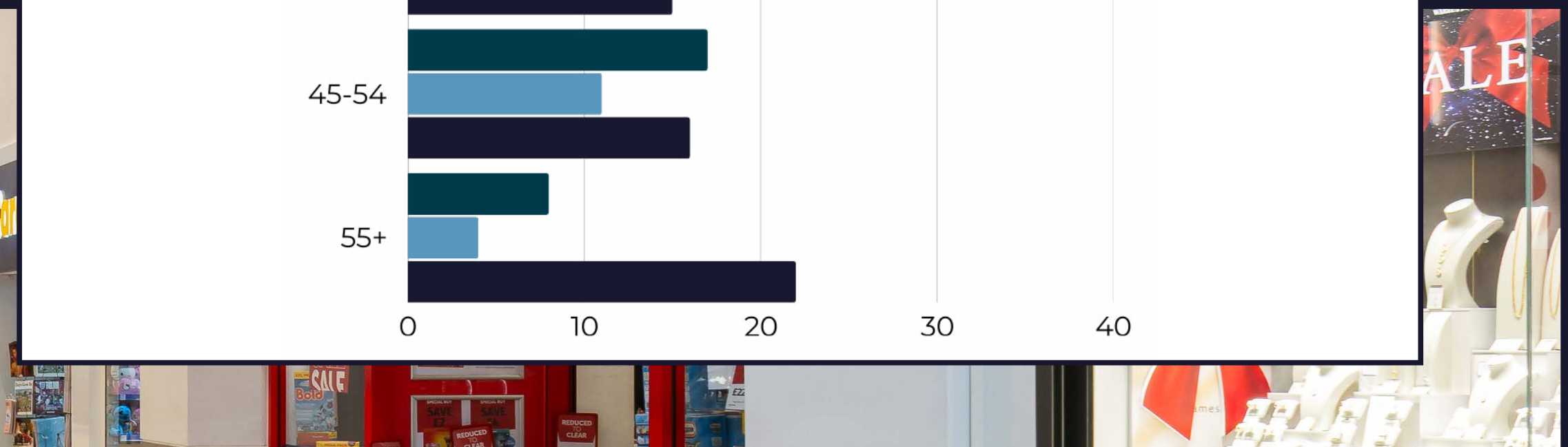
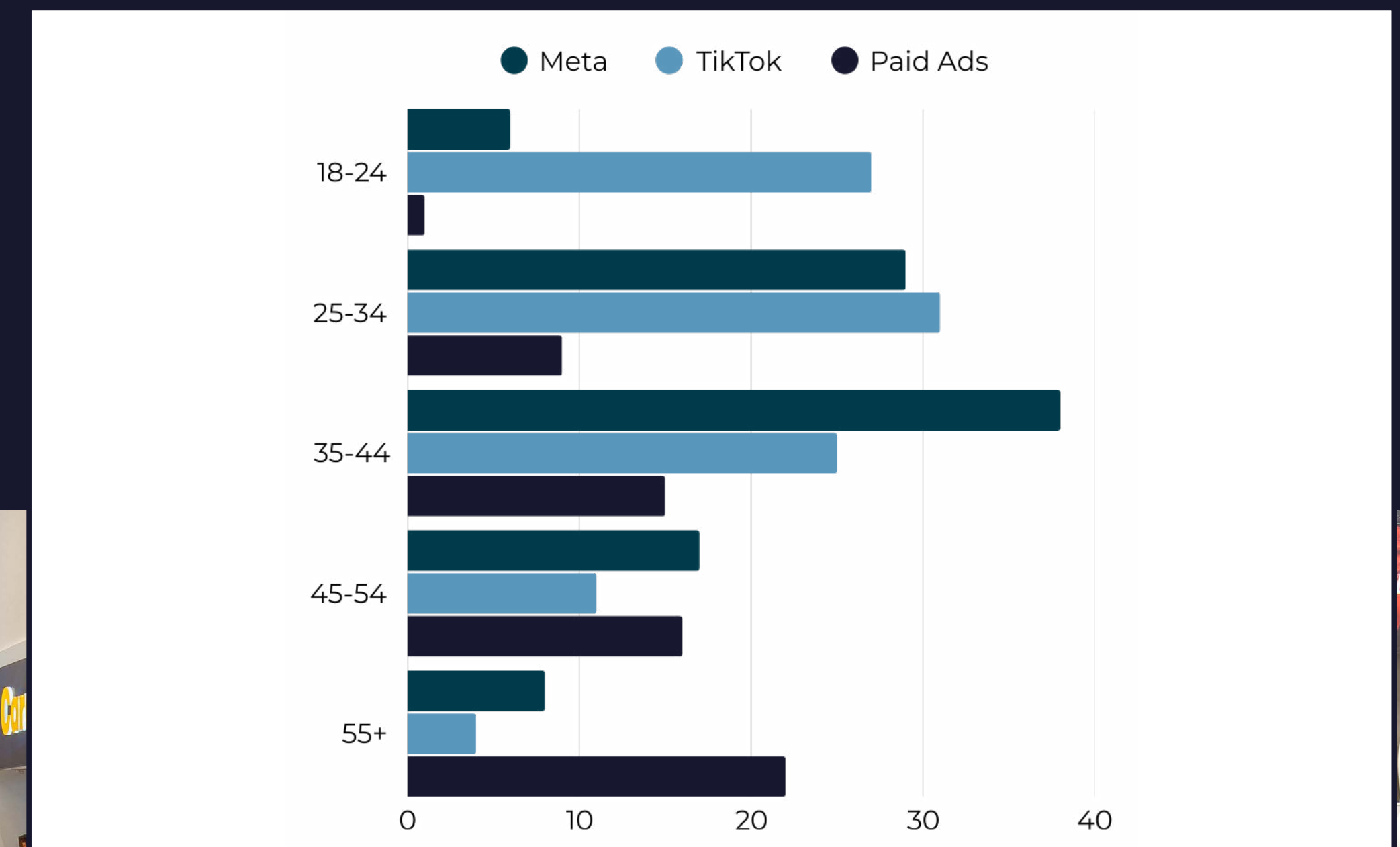
**Total Marketing Reach in 2025 = 2.4 million**

**Total Views in 2025 = 8.5 million**

GENDER OF FAIRHILL MARKETING AUDIENCE

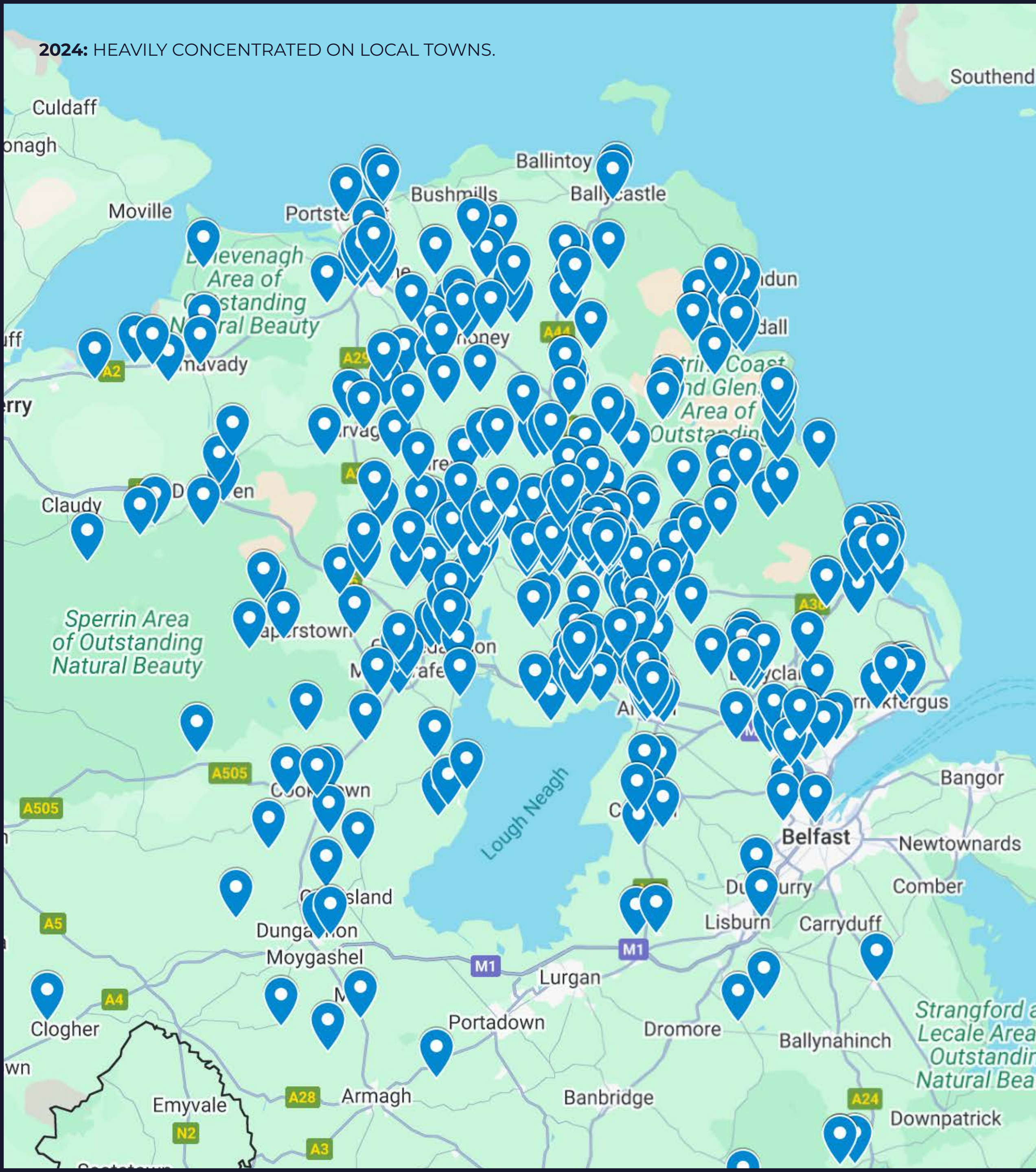


AGE OF FAIRHILL MARKETING AUDIENCE





**2024:** HEAVILY CONCENTRATED ON LOCAL TOWNS.



**2026:** GROWTH INTO WIDER CATCHMENT AREAS SUCH AS ANTRIM, COLERAINE & MID ULSTER.





FAIRHILL  
SHOPPING CENTRE

F — H

LEASING AGENT.

**tdk**  
Property

[www.tdkproperty.com](http://www.tdkproperty.com)

85 Victoria St, Belfast BT1 4PB

028 9024 7111

**Mark Thallon**

[mark.thallon@tdkproperty.com](mailto:mark.thallon@tdkproperty.com)

07802 520008