

Browne Jacobson advises SKIMS on lease of a landmark Regent Street store

15 July 2025

UK and Ireland law firm Browne Jacobson has advised global intimates and apparel brand SKIMS on securing a 10-year lease for a flagship store at 245-247 Regent Street, London.

The new store, which is expected to open in summer 2026, represents a significant milestone in SKIMS' international expansion strategy and underscores the brand's commitment to physical retail presence in key global markets.

SKIMS, co-founded by Kim Kardashian and entrepreneur Jens Grede, has achieved remarkable growth since launching in 2019, reaching a valuation of \$4 billion (£3.09 billion). The UK represents the brand's largest market outside the United States, making London a natural choice for its first standalone European store.

Alexander Harris, Real Estate Legal Director at Browne Jacobson who advised SKIMS on the lease, commented: *"It was a delight to support SKIMS in securing this prestigious Regent Street location. The transaction demonstrates the continued appeal of London's premier retail destinations to leading international brands. SKIMS' decision to establish a flagship presence on Regent Street reflects both the strength of the UK market and the brand's confidence in bricks-and-mortar retail."*

The lease agreement with The Crown Estate positions SKIMS prominently within one of London's most coveted retail corridors, allowing the brand to deliver what co-founder Jens Grede describes as "the full SKIMS experience" to UK customers.

Alexander added: *"This letting is particularly significant as it brings new life to a prominent retail space. The transaction required careful navigation of various commercial and legal considerations, and we're proud to have facilitated SKIMS' securing this iconic location for SKIMS."*

"We have extensive experience advising overseas businesses on establishing operations in the UK, understanding the unique challenges and opportunities that international brands face when entering the British market. Our real estate team regularly supports major retail expansions and remains a leading law firm in advising the luxury, fashion and beauty sectors."

Browne Jacobson has a class leading retail and supply chain sector, making it a first choice for many high-end fashion and beauty brands and retailers seeking legal advice in a range of areas including real estate, intellectual property, complex commercial contracts (including tech and outsourcing projects), data protection, consumer and other regulatory issues, disputes, employment law, and corporate transactions. Browne Jacobson's real estate team has extensive experience advising national and international retailers on complex commercial property transactions across the UK and Ireland.

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