

## **East Midlands Designer Outlet**

A £10 million redevelopment transformed the East Midlands Designer Outlet from a department store-style layout into 65 individual stores in 2001, making it the most exciting junction off the M1.

Located just minutes from junction 28 of the M1 motorway, the centre is 30 minutes by car from Nottingham city centre and 20 minutes from Derby.

Attractions close to the centre include the Peak District National Park, Alton Towers and Chatsworth House.

Covering more than 160,000 square feet, East Midlands Designer Outlet is set within 25 acres of Derbyshire countryside and could fit 583 double-decker buses side-by-side in its shopping area.

It has over 70 stores including:

- Mexx
- Calvin Klein Jeans
- Marks & Spencer Outlet
- Next Clearance
- Windsmoor
- The Professional Cookware Company
- Lilley and Skinner
- Reebok
- Revlon

More than two million people visit the designer outlet every year.

Centre facilities include:

- Spacious themed foodcourt with outlets including Burger King, Spud-u-like, Madisons Coffee Shop
- Starbucks coffee shop
- A safety-approved children's play area
- Hundreds of free car parking spaces

The centre is open 364 days a year, including Bank Holidays, from 10am-8pm Monday – Friday, 10am to 7pm Saturday and 10am\* to 5pm on Sunday (\*larger stores open at 11am)

For more information visit [www.eastmidlandsdesigneroutlet.com](http://www.eastmidlandsdesigneroutlet.com) or call 01773 545000.

## **Quick facts about East Midlands Designer Outlet**

- The centre was built on the former Winterbank colliery site and still maintains links with its mining history. The centre's mascots, Pit the Pony and Colin the Canary, were named by local school children.
- TV style guru Laurence Llewellyn Bowen was the face of the centre's 'We're changing' redevelopment campaign in 2001
- Famous shoppers at East Midlands Designer Outlet include members of pop group The Beautiful South and Anna Maurice from TV's House Doctor.
- The Outlet is just one minute from junction 28 of the M1 motorway, and has been dubbed "the most exciting stop on the M1!"