

## ITINERARY

### Media visit: Birmingham's Retail Revolution



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## Day 1

<b>Morning</b>	<p><b>Shopping at the new Grand Central Birmingham</b>  <i>Grand Central Birmingham will open on 20<sup>th</sup> September 2015</i></p> <p>Described as 'Birmingham's new premium shopping and dining destination', Grand Central will be home to one of the biggest John Lewis department stores in the UK and more than 60 other shops and restaurants, including many which are new to Birmingham. Key brands include The White Company, L'Occitane, Cath Kidston, Tapas Revolution and Crepe Affaire.</p> <p>The premium shopping complex – an ideal meeting place for shopping with friends and family or for a bite to eat – will open just a few days after the launch of the redeveloped New Street station.</p> <p><b>Website:</b> <a href="http://www.grandcentralbirmingham.com/">http://www.grandcentralbirmingham.com/</a></p>
<b>Afternoon</b>	<p><b>Take a trip to Birmingham's famous Jewellery Quarter</b></p> <p>This unique area dates back more than 250 years and is still home to over 500 jewellery businesses. A designated conservation area with over 200 listed buildings; it has been described by English Heritage as 'a unique historic environment in England – a national treasure'. Today, the Jewellery Quarter is still responsible for 40% of jewellery manufacturing in the UK. The Jewellery Quarter also contains Birmingham's last remaining Georgian Square in the tranquil surroundings of St Paul's, with its fine restaurants, bars and galleries.</p> <p>While in the Jewellery Quarter, there are a number of attractions to keep Birmingham's visitors entertained, including the Museum of the Jewellery Quarter, The Pen Room Museum, and Britain's busiest Assay Office.</p> <div style="text-align: right;">  </div> <p><b>Website:</b> <a href="http://www.jewelleryquarter.net">www.jewelleryquarter.net</a></p>

<p><b>Evening</b></p>	<p><b>Experience luxury at the new Harvey Nichols Birmingham</b></p> <p>Luxury department store Harvey Nichols has re-opened following a radical makeover that has seen it double in size. Luxury men's and women's fashion, beauty and hospitality can all be found on the ground floor – there's also a nail studio and spa treatment rooms fit for a queen. The store also boasts a new restaurant, created in association with Michelin-star Glynn Purnell.</p> <p>If you get peckish, why not grab a bite within the surrounding Mailbox complex? Here you'll find a host of popular canalside restaurants and bars, including Penny Blacks, Gas Street Social, and Cote Brasserie.</p> <p><b>Website:</b> <a href="http://www.harveynichols.com/store/birmingham/">http://www.harveynichols.com/store/birmingham/</a></p>
<p><b>Overnight</b></p>	<p><b>Hotel Indigo Birmingham</b></p> <p>Based in the heart of Birmingham's vibrant city centre, and located on the 23rd and 24th floors of the iconic Cube building, Hotel Indigo Birmingham presents the public with a hotel unlike any other.</p> <p>This unique four-star venue boasts 52 beautifully sculpted boutique bedrooms, an exclusive members-only health club and spa, a Marco Pierre White Steakhouse Bar &amp; Grill with 360° panoramic city-views. Oozing effortless style and panache, Hotel Indigo Birmingham promises to be the city's finest hotel to date.</p> <p>We like to think of Hotel Indigo Birmingham as refreshingly local. Inspired by and incorporating the form and design of the surrounding area, the hotel offers a fresh take on its neighbouring buildings providing guests with an exciting and visually stimulating product. Our hotel is clean, stylish and uncompromising. We are expecting our customers to thrive in this exquisitely energetic and original environment.</p> <p>Everything about Hotel Indigo Birmingham has been designed to make the customer stay exceptional. From the breath - taking scenes presented at the Marco Pierre White Steakhouse to the serene nature of thespa, Hotel Indigo Birmingham is bursting with personality.</p> <div data-bbox="746 1592 1177 1868" data-label="Image"> </div> <p><b>Address:</b> The Cube, Wharfside Street, Birmingham, B1 1RS  <b>Telephone:</b> 0121 643 2010  <b>Website:</b> <a href="http://www.hotelindigobirmingham.co.uk/">http://www.hotelindigobirmingham.co.uk/</a></p>

## Day 2

<p><b>Morning</b></p>	<p><b>Shop till you drop at Selfridges Birmingham</b></p> <p>The Bullring is one of the city's most distinctive landmarks; globally renowned for its iconic design. The shopping centre has over 160 shops – including Selfridges, Hugo Boss and the newly opened Victoria's Secret.</p> <p><b>Indulge in a spot of afternoon tea at The Balcony</b> Located in Selfridges, The Balcony serves a stylish range of British Classics and bespoke creations. It is open for brunch, lunch and dinner as well as our innovative Champagne Afternoon Picnic.</p> <p><b>Address:</b> Birmingham, B5 4BU <b>Website:</b> <a href="http://www.bullring.co.uk/">http://www.bullring.co.uk/</a></p>
<p><b>Afternoon</b></p>	<p><b>Explore the independent scene of the Custard Factory</b></p> <p>Set in 15 acres of beautifully restored Victorian Factories, The Custard Factory is just five minutes from the Bullring and at the heart of the city's buzzing creative and digital district.</p>  <p>The Custard Factory is well-known for its range of unique independent shops and eateries. If you appreciate the quirky, take a visit to The Sara Preisler Gallery - internationally renowned for showcasing beautiful jewellery.</p> <p><b>Address:</b> The Custard Factory, 7 Gibb Street, Birmingham, B9 4BF <b>Telephone:</b> 0121 224 7777 <b>Website:</b> <a href="http://www.custardfactory.co.uk/">http://www.custardfactory.co.uk/</a></p>
<p><b>Afternoon</b></p>	<p><b>Shop Birmingham's boutiques at the Great Western Arcade</b></p> <p>The Great Western Arcade is a covered Grade II listed Victorian shopping arcade lying between Colmore Row and Temple Row in Birmingham City Centre. The facility is home to a number of small independent shops and boutiques, as well as a range of quirky cafes and restaurants.</p>  <p><b>Address:</b> Colmore Row, Birmingham B2 5HU <b>Website:</b> <a href="http://www.greatwesternarcade.co.uk/">http://www.greatwesternarcade.co.uk/</a></p>

**Evening**



**Dinner at 1847**

One of 1847's funkiest eateries – 1847 – was named after the year the Vegetarian Society formed. The aim of the bistro is to serve exceptional vegetarian British food using locally sourced ingredients, alongside a full range of cocktails, spirits, wines and beers

**Website:** <http://by1847.com>