

# Press Release 2023



## FHP BRING WORLD'S LARGEST DRONE MAKER TO BIRMINGHAM

Leading property consultancy, FHP, has acquired a property that will see Europe's first DJI | Hasselblad experience store open in Birmingham.

DJI, the world's largest drone maker, has signed a five-year lease on 2,800 sq ft of retail space at 2-6 Corporation Street, in Birmingham city centre.

DJI | Hasselblad will occupy the ground and basement floors of the six-storey building, which lies in a hugely prominent trading position on the junction with New Street, opposite Apple. Previously occupied by Vodafone, it had been vacant for more than three years.

The unit will become DJI's first UK outlet and the only combined DJI | Hasselblad experience store outside of the Far East.

It will feature innovation spaces displaying the latest products, including DJI drones, gimbals and accessories, and Hasselblad's digital medium format cameras and lenses.

DJI | Hasselblad Birmingham is opening on 5<sup>th</sup> August 2023 following a high spec internal fit out and will create at least six new jobs.

Majid Shah on behalf of DJI | Hasselblad, said: *"We are very pleased to have worked with FHP to secure this excellent location for our first DJI | Hasselblad experience store in Europe. Birmingham is a young and vibrant city with major brands that attract a high footfall but it also offers more cost effective rent than comparable units in London."*

*We are hopeful that the new store will perform well and have plans to explore other openings in the UK in the near future."*

FHP Director, Oliver Marshall, said: *"We're thrilled to bring two huge global brands to Birmingham city centre. DJI and Hasselblad are iconic names in visual technology and it's exciting that they have chosen the city to launch their first experience concept in Europe."*

Fisher Hargreaves Proctor Limited is the region's leading commercial property consultancy.

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*“2-6 Corporation Street benefits from an attractive glazed frontage on the corner of New Street, in close proximity to Grand Central and New Street Station. Its location nearby several established national occupiers, provides DJI | Hasselblad with an ideal base from which to grow its UK presence.”*

Chris Gaskell of Johnson Fellows acted on behalf of the landlord, Birmingham City Council.

ENDS

Oliver Marshall  
31<sup>st</sup> July 2023

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