

Limegrove at the forefront of Change

Holetown, Barbados - Change is coming to Limegrove Lifestyle Centre. Hailed as the Caribbean's premiere retail destination, Limegrove is adopting a new strategy moving forward as it continues to redefine the customer experience.

"Retail is changing worldwide," says Patricia McKenzie, General Manager, Limegrove Lifestyle Centre, "it is important for us to not only keep up with global trends but to set new ones. This is an interesting period for Limegrove as it has meant both store closures and openings. We have seen a greater demand for a different shopping experience that combines unique offerings with services, entertainment and events."

In the last year, Limegrove has celebrated the openings of new stores and restaurants like Bourgeois, Ela, Salt & City, Naked Intimates, Orign, John Chandler Antiques & Cafe, Hastings Flower Mart, The Rum Stop and West Bar. Icare Auto Detailing, Capital Radio HD and Nordic Wellness boutique gym have been added to the overall service mix that presently includes an on-site salon, spa, optometrist and bank. The Centre has also had some notable closures, including Louis Vuitton, Burberry, La Casa del Habano and Hugo Boss.

"The change in our tenant mix is representative of shifting retail patterns worldwide," says McKenzie, "five years ago it was a tremendous achievement for Barbados and Limegrove to become a home for established luxury brands like Louis Vuitton. At this point in time as the idea of 'luxury' takes on a new meaning for consumers, some of these brands are evaluating their operations and looking for ways to innovate. While we hope to be a part of this process Limegrove has taken the opportunity to foster local entrepreneurs and to become the home of exciting retail concepts that cannot be found anywhere else."

Local retailers have definitely been making strides on the international stage recently. Rihanna's brother, Rorrey Fenty, founder of Orign located upstairs Limegrove Lifestyle Centre, just launched his latest endeavour, a line of cigars named 'Legado'. Alicia Hartman, owner of Eye Q Stylist Opticians at Limegrove has also broken onto the world stage, launching 'Peoples from Barbados', a line of exclusive eyewear.

"Over time our vision for Limegrove has evolved," says Sir Paul Altman, xxxx, "the Centre has the potential to be a dynamic, socially inclusive community centre that brings together engaging experiences and the very best in shopping, dining, events, entertainment and services. We are taking our time and seeking the right additions to our tenant mix."

Elaborating on the plans for the Centre McKenzie invites interested persons with a business idea or an innovative brand to give them a call. "Change is here," she says and "Limegrove wants to be at the forefront."

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