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# TIGER

Established in Copenhagen in 1995, the fast growing retail chain, Tiger, which provides customers with affordable, stylish home and gift-ware products, has developed from a modest outlet into a widely recognised brand, with over 270 stores across 19 European countries.

In 2005 Tiger opened its first UK store in Basingstoke with an initial roll out across the South East. The company now employs over 230 staff and is divided into four franchises; Tiger South East, Tiger Wales, Tiger West Midlands and Tiger Scotland. With their move into Wales and out of the South West in 2013 and an aggressive roll out planned across the UK in 2014, Tiger looked for a law firm with retail experience that could assist them with their ambitious future plans.

BPE's relationship with Tiger started in Autumn 2013 when they were brought on board to help facilitate the opening of stores in both Cardiff and Cheltenham in time for Christmas trading.

"We had to work to extremely tight timescales to ensure Tiger's first entry into the West Midlands and Welsh markets went smoothly," recalls Antonia Shield, Head of the Commercial Property team at BPE. "We have an exceptionally experienced team so were able to make sure they were up and running for the festive period."

BPE's retail property team supports Tiger with property acquisitions, leasehold agreements, and fit out and license agreements, offering advice whenever and wherever needed.

"I don't have time to worry about the small details", explains Simon Hall, Director, Tiger UK (Midlands) Ltd, "so trusting BPE to have all the legal aspects covered is of paramount importance. Antonia and her team are always available on the phone and always respond to emails within minutes. Unlike other law firms I've dealt with, their customer service seems to come top," continues Simon.

After successful trading in Cheltenham and Cardiff, BPE has recently helped with the acquisition and set up of a new store in Merryhill Shopping Centre.

"BPE's knowledge and expertise in this sector is great for a new start up business like me" says Simon.

**If you're looking to grow your property portfolio, we'd love to discuss your requirements. Antonia Shield, Partner, BPE, Commercial Property.  
Tel: 01242 248259 Email: [antonia.shield@bpe.co.uk](mailto:antonia.shield@bpe.co.uk)**



**SIMON HALL  
TIGER**

"The ideal is keeping costs low, whilst still receiving the best value for money and the best service possible. With BPE I believe I am."

**TIGER**

**GER**

**ANTONIA  
SHIELD**  
BPE

**SIMON  
HALL**  
TIGER



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