

For immediate release

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A MATCH MADE IN HEAVEN: LUXURY DESSERT BRAND OPENS FIRST LONDON STORE AT IQL

Lendlease have announced the opening of luxury dessert dining brand, Heavenly Desserts, at International Quarter London (IQL), the £2.4 billion joint venture development between Lendlease and LCR in Stratford.

The close to 1,500 sq ft space marks Heavenly Dessert's first-ever London location, where the brand will deliver their range of delectable sweet treats – from Belgian waffles to luxury cheesecakes – to IQL's East London audience. The stylish new venue, designed in-house, provides space for 70 covers, including an outdoor patio space, marble flooring, and an elegant velvet décor.

Commenting on the opening, **Director of Heavenly Desserts, Mohammed Imran**, said: "Since the launch of our first café in 2008, we have grown to over 20 locations across the UK, and the Stratford store marks the first stage of our expansion across London. IQL embraces the best of East London's culture, entertainment, and heritage – we can't wait to become an established dessert hotspot in Stratford."

Guy Thomas, Head of Retail at Lendlease, added: "At IQL we are committed to embracing a mix of local, London-based and national brands, and the trend for specialist dessert operators means they have an important role to play as part of any mixed-use line-up. Heavenly Desserts is an increasingly popular and successful luxury dessert brand across the UK, and it is testament to our vision at IQL that they have opted to open their first London site here."

Heavenly Desserts' opening follows the recent news of D&D London signing an agreement to launch its latest dining concept at the Pavilion, the landmark anchor building at IQL. The three floor Pavilion is currently under construction, and will be comprised almost entirely of

sustainable timber, encompassing a ground floor café and brasserie, first floor restaurant, and a rooftop bar overlooking the Queen Elizabeth Olympic Park.

Nash Bond, Shelley Sandzer and CF Commercial represented IQL. CDG Leisure acted on behalf of Heavenly Desserts.

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