



**Factory outlet retailer Kurt Muller opened its first high street shop last week, as it embarks on expansion in shopping centres and high streets. The 1,900 sq ft (175 sq m) shop at Festival Place, Basingstoke, is Kurt Muller's 10th in the UK and Ireland. Previously, the own-brand retailer traded solely from outlet centres, such as Liverpool's Cheshire Oaks and Salford's The Lowry. It now hopes to develop a chain of 15 high street stores over the next two years. 'Kurt Muller has identified and fulfilled a niche here for an exclusive designer menswear label at an affordable price,' said marketing director Robby Kumar.**