

PRESS RELEASE

DECEMBER 2017

**St Pancras International introduces online gift generator in a bid to reduce the 41million gifts that go unwanted each year**

- *Research by the iconic station today reveals the Nation's gift buying habits –*
- One in four admit to having argued with a partner or broken up over a thoughtless gift
  - Quarter of Brits' would sell a present they don't want online
  - Daughters are most trusted when it comes to present buying
    - £2bn each year is spent on unwanted gifts
- St Pancras International online gift generator assists shoppers in finding the perfect presents

**6 December 2017:** Despite the average Brit spending £354.63 on presents for loved ones at Christmas, new research by St Pancras International also suggests money isn't always being spent wisely, with £2bn worth of gifts going unwanted each year.

According to the iconic station and premium shopping destination, one in three will make a last minute dash to the shops for gifts on Christmas Eve, so it's no surprise that a quarter find festive present buying stressful. It seems thoughtless present buying can have a huge impact on the day itself too, with one in ten adults admitting 'a loved one hating their present has ruined their entire Christmas'.



*St Pancras International Christmas Tree designed by the station's florist Moyses Stevens*

For gift buyers, it's getting the right present for a female partner that poses the biggest headache, with one in five people saying they find this task "very stressful". Results also indicate present buying puts relationships through their paces - one in four admit to arguing or breaking up with a partner over a present they didn't like, whilst one in three admit to lying to their partner to spare their feelings.

When it comes to the best and worst gift hunters – surprisingly, recipients say mums get them the worst gifts and daughters come up trumps with the best buys. What's more, it seems the lengthy time spent with work colleagues pays off as they rank better present buyers than parents.

When asked what happens to unwanted gifts, the research found more than a third of Brits donate them to charity; one in four sell them online; 15% swap them for something else in store; and 10% return them even though 'it makes them feel guilty'.

Other less resourceful solutions see a third of adults hiding unwanted gifts (14%) or throwing them away (14%), whilst a haphazard 2% admitted to giving a present back to the giver the next year by mistake.

In a bid to help stressed gift buyers in need of inspiration, St Pancras International has today launched the 'Perfect Gift Generator' - a smart tool that processes users' answers to a series of questions to provide a list of gifts that can be found at the station, that are perfectly suited to their recipient. The bespoke offering can be accessed via [www.stpancras.com](http://www.stpancras.com).

**Wendy Spinks, Commercial Director at HS1** comments: *"We were really surprised by the number of gifts that go unwanted at Christmas. Equally, we understand that it can be tricky picking the perfect present, particularly with so much choice and often, little time, which is why we decided to develop the Perfect Gift Generator tool.*

*"With an array of stunning products available from our carefully curated selection of retailers, we wanted to take the convenient nature of the station retail offer one step further, by providing inspiration for the one million visitors expected each week in the run up to Christmas."*

St Pancras International recently revealed its stunning 47ft Christmas tree boasting 15000 flowers <https://stpancras.com/christmas-2017>.

This Christmas, as well as convenient gift buying opportunities, fantastic food and drink experiences and a festive ambience, visitors to St Pancras International can enjoy exclusive services and products that can only be found in the station:

From the 11-23 December, Hatchards will host a Christmas pop up on the station concourse, providing a same day collection service, pre-wrapped books and expert advice for gift buyers

- Aspinall of London will provide a free and exclusive personalised ribbon service, and stylish stationer, kikki.K will offer complimentary gift wrapping with all purchases
- Festive menus will be available at our range of bars and restaurants including, Prime Burger, Searcys and The Betjeman Arms
- New Calvin Klein, Ted Baker, Chanel and kikki.K stores will be open for their first Christmas season
- A whole host of exciting music experiences will entertain onlookers, including the annual Christmas in the Community programme which sees a different choir perform in the station every day throughout December

To use the Perfect Gift Generator and to find more information on the music, arts, culture and retail events happening in the station, visit <http://stpancras.com> and follow @StPancrasInt.

**ENDS**

For further information about St Pancras International, contact Clarion Communications on 020 7479 0910 or email [HS1@clarioncomms.co.uk](mailto:HS1@clarioncomms.co.uk).

## Notes to Editors

\*CensusWide – w/c 13.11.17 – 2,042 nationally representative recipients

Includes findings in previous study by Nationwide:

<https://www.nationwide.co.uk/guides/news/articles/2016/12/the-average-spend-on-christmas-gifts>

## Christmas gift buying and events at St Pancras International

### Perfect Gift Generator

The 'Perfect Gift Generator' is a free tool on the St Pancras International website where shoppers can search all products sold at the station by recipient, price, and gift type – helping to make their festive shopping that little bit easier.

### Extended opening hours

Throughout the Christmas period St Pancras International will have extended shopping hours from 7.30am until 10pm to allow shoppers extra time to hunt down their perfect presents. For the full range of retailers at St Pancras International and Christmas offers please visit [www.stpancras.com/christmas](http://www.stpancras.com/christmas).

### Throughout December – Christmas in the Community

Join us at the stunning St Pancras Christmas tree for exclusive musical performances as part of St Pancras International's annual festive music programme which continues every day throughout December until Christmas Eve.

**Where:** Christmas tree, St Pancras International

**Book:** free, just turn up

### **About St Pancras International Station:**

St Pancras International station is a unique Grade I listed building owned by HS1 Ltd. Offering a wealth of stylish and premium shops, bars and restaurants all under one iconic roof, the venue is a destination, in its own right, as well as a world-class station.

Known for its calendar of new and exciting arts and music experiences, there's always something new to discover. From now until December 2017, visitors can appreciate the Terrace Wires public art installation – an impressive 16m wide mechanical work by RA artist, Conrad Shawcross.

Visitors can also experience St Pancras International's free-to-play jukebox and station pianos, played by world famous stars including Elton John and John Legend, as well as the public day to day.

For more information about the station and its premium retailers, including Fortnum & Mason, Searcys, Whistles, kikki.K, plus recently launched Ted Baker, Chanel and Calvin Klein, visit <http://stpancras.com>.

\*Support our bid for London Borough of [Culture Camden Council](#)



**About HS1 Ltd:**

HS1 Ltd has the 30-year concession to own and operate High Speed 1, the UK's first section of high speed rail, as well as the stations along the route: St Pancras International, Stratford International, Ebbsfleet International and Ashford International.