

Nick Poole,  
Director of Store Planning at Chanel  
in representation of Chanel Limited

To the planning officers at Westminster City Council.  
Dear Sirs/Madams

Acting in representation of Chanel as the "landlord" I can confirm the following statements:

Chanel is the owner of the building located at 173 New Bond Street, London W1S 4RF (the "Building").

Chanel would like to install an external animated façade decoration to the Building for the festive period, themed as an open box with confetti falling down the entire facade of the Building, excluding the Ground Level shopfront. This animated façade installation will be referred to as the "Project". The details of the Project can be reviewed in the enclosed planning application package.

The duration of the Project will be from 10<sup>th</sup> of November 2021 to the 6<sup>th</sup> of January 2022.

Acierta UK LTD is the appointed supplier for adapting, producing and installing the Project to the façade of the Building on behalf of Chanel.

Acierta UK LTD is the lead appointed consultants with compiling, managing and submitting the necessary documentation for obtaining planning permission for the installation Project on behalf of Chanel.

I therefore consent that Acierta UK LTD is authorised to represent Chanel for the submission of planning applications to Westminster City Council for the Building with the aim of obtaining planning permission for the temporary installation of the Project.

Yours faithfully,

Nick Poole

*Nick Poole*