

PRESS RELEASE

A CHRISTMAS LIKE NO OTHER! COVENT GARDEN SWITCHES ON ITS CHRISTMAS LIGHTS AND KICKS OFF 7 WEEK LINEUP OF INCREDIBLE EXPERIENCES THIS FESTIVE SEASON

8th November 2023

- Last night Covent Garden officially switched on its world-famous Christmas lights with the help of star of TV and stage, **Nicole Scherzinger**, marking the start of a 7-week programme of festive events, performances, shopping evenings, food and drink festivals and more
- The estate has unveiled its brand-new Christmas decorative scheme for the first time in nearly a decade. The scheme features over 40 gigantic bells with bows, 12 giant baubles and 8 spinning mirror balls, as well as the iconic British-grown 60ft Christmas tree
- Covent Garden welcomes exclusive festive pop ups from **Marc Jacobs, Sézane, Atelier 100 and Sipsmith**, as well as an array of new store openings from **Missoma, Creed, HOKA, Intimissimi, Hublot, Messika, Lakrids and Laderach**
- This year Covent Garden is proudly working with **Save The Children** on a charitable partnership and pop up shop for Christmas Jumper Day with fundraising moments taking place across the season
- The neighbourhood has also launched **Festive Thursdays**, a programme of magical events and exclusive offers taking place every Thursday in the run up to Christmas
- There will be an abundance of festive drinking & dining experiences at restaurants and bars including **The Petersham, Story Cellar, The Ivy Market Grill, The Barbary, SUSHISAMBA, Ave Mario, Mrs Riot, Stereo** and more, plus the return of festive haven **Miracle at Henrietta** and newly opened **NOTTO**
- Perfect Christmas gifts for all can be chosen from Covent Garden favourites such as **Apple, Astrid & Miyu, Tom Ford, Chanel, Charlotte Tilbury, Glossier, Le Labo, Polo Ralph Lauren, Penhaligon's, Tiffany & Co, The Royal Opera House Shop** and many more
- To bring the excitement of the Christmas countdown, Covent Garden offers a variety of advent calendars available from **Jo Malone London, Grind, Whittard, Benefit, Charlotte Tilbury, Happy Socks** and **Neuhaus**.
- Visitors can experience the magic of Christmas with performances at **The Royal Opera House** including **The Royal Ballet's The Nutcracker** throughout November and December, as well as weekly live Piazza performances from the **London International Gospel Choir**

Covent Garden, London's most festive destination, is bringing a Christmas like no other to the West End with an array of magical events, pop ups, dining experiences and unforgettable shopping moments throughout November and December. The area will welcome a variety of exclusive concepts from **Marc Jacobs, Sézane** and **Sipsmith**, new store openings from **Missoma, Creed, HOKA, Intimissimi, Hublot, Messika, Lakrids** and **Laderach**, alongside weekly **Festive Thursdays**, the return of the **Wonder Wood**, the return of the Insta-famous **Santa Sleigh** and the first new decorative scheme for a decade glittering throughout the Market Building, and lighting up the Piazza through to Seven Dials.

The Market Building will dazzle with a brand new Christmas decorative scheme, for the first time in nearly a decade. More lights than ever before will sparkle across the estate daily from 11am – 11pm until 7th January 2024, with over 140,000 LED lights illuminating the Piazza, Seven Dials and surrounding streets and over 30,000 LED lights adorning the iconic British-grown, handpicked 60ft Christmas tree. The new scheme also features over 40 giant gold bells with red and gold glittering bows adorning the inside of the iconic Market

Building, alongside the much loved spinning mirror balls and giant red baubles. A team of 70 people have spent the last 18 months creating these unique pieces in a London based studio, with the bells weighing almost five tonnes, sparkling with 275 kilos of glitter, and glistening with an amount of gold leaf that's equivalent to a distance of 29 miles if laid out side by side.

The estate will also welcome a pop up shop from charity **Save The Children** in celebration of **Christmas Jumper Day** (7th December). 'The Story Knit Store' will be live from 1st - 7th December and will stock pre-loved jumpers donated by vintage retailer Beyond Retro aiming to tackle the 'fast fashion' throwaway approach to festive jumpers. The store will stock 500 jumpers, priced at £30 each— representing the number of children reached by Save the Children every two minutes. The pop up will host an edit from Stylist Tabitha Simmons, 'reading hours' and other workshops in the run up to Christmas.

For fashion lovers, **Marc Jacobs** is bringing the festive magic to Covent Garden from 8th – 29th November as their Resort Collection lands on the Piazza in the brand's first UK pop up store. The mirrored box pop up is the ultimate Marc Jacobs gifting destination where the Crystal Canvas Mini Tote Bag is sold exclusively alongside other must-have accessories including "THE Tote Bag" in new and limited edition seasonal colours. **Sézane**, the French fashion and cultural phenomenon, will bring a touch of Paris to Covent Garden's Piazza with a pop-up concept, including a café, its Knitwear Gallery and a curated selection of beautiful gifts – as well as the brand's Holiday Collection and a limited-edition t-shirt inspired by London.

The neighbourhood will introduce **Festive Thursdays** this year, a line-up of unforgettable events, offers and surprise and delight moments taking place every Thursday until Christmas. Guests can enjoy food and drink offers at **Da Henrietta, Din Tai Fung, Frenchie, Ladurée, VyTA** and **Stereo**, plus shopping offers at **Aesop, Astley Clarke, e&e, Jo Malone London, Vuori** and **Whittard** amongst others. The **London International Gospel Choir** will perform each week raising donations for Save the Children. November will also see the return of the much-loved **Wonder Wood** and **Santa Sleigh** - the ultimate festive photo moments.

Other events taking place across the estate include **Sipsmith's** 'Christmas Martini Express', a celebration of all things gin and martini running until 3rd December, featuring an array of gin-infused winter warmers such as hot lemon drizzle martinis and hot mulled sloe gin, as well as alcoholic and non-alcoholic G&Ts. The beautifully restored 1950's Bristol Bus will also be hosting 'Martini Masterclasses' for those looking to perfect the ultimate Sipsmith martini. There will also be special visits from Santa at the Festive Grotto in **London's Transport Museum**, live glass blowing and Victorian ornament decorating at **Choosing Keeping**, gingerbread cocktail masterclasses at **Jo Malone London**, as well as a programme of magical experiences at the **Royal Opera House**, including the launch of their Christmas Shop, new 'Christmas Cracker Family Sunday', 'The making of The Nutcracker Tour' and stunning performances of The Royal Ballet's 'The Nutcracker.'

New festive shops will be popping up throughout the neighbourhood, including Australian jewellery brand **Love Isabelle** and sustainable jewellery label **By Glaze**. The area will also welcome renowned initiative **Atelier 100**, supporting emerging, London-based creatives by helping them bring their products to life. **Atelier 100's Drop02** is made in collaboration with 22 London-based designers and studios, and will pop up on Neal Street from 26th November – early January. Neal Street will also welcome **Raye The Store's** limited edition grocery and wellness destination which is live until 19th November.

In celebration of the most wonderful time of the year, the **Winter Warmer Festival** will return for 2023, live now until 26th November, offering a delicious range of hot beverages and treats to warm up visitors. Special drinks include mulled wine and hot cocktails available at **Frenchie, Din Tai Fung, Miracle at Henrietta, SUSHISAMBA, The Warehouse Bar at Seven Dials Market, VyTa, The Petersham Wine Bar & Deli** and **Ladurée**; a special hot sake will be served at **Sticks'n'Sushi**, whilst a selection of warming teas will be served to

shoppers at **Neals Yard Remedies**, **Aesop** and **Whittard**. **Frenchie** will also be offering their signature bacon scones warmed to go, **Blondies Kitchen** will serve hot cookies and their signature mince pie cookie cups filled with hot custard. **Neuhaus** will be offering their indulgent Belgium hot chocolate 'to go' and **Wheelcake Island** in **Seven Dials Market** will be serving up their signature warm fluffy Taiwanese pancakes with a molten salted caramel fudge filling. Also live for the festival and throughout December will be the traditional **Christmas Mulled Wine cart** in the Market Building's Central Avenue, dispensing delicious take away mulled wine and mince pies.

Throughout Christmas, visitors to Covent Garden can enjoy the neighbourhood's festive decorations at over 75 heated outdoor terraces, including **Ave Mario**, **Frenchie**, **GAUCHO**, **SUSHISAMBA** and **The Ivy Market Grill**, with special festive menus available at **Monmouth Kitchen**, **Pivot**, **Cinnamon Bazaar**, **Cicchetti**, **Chestnut Bakery**, **Seven Dials Market** and an exclusive private dining room at **Story Cellar**, providing the ideal intimate Christmas party venue. Special festive events include **Dirty Martini's** new bottomless Christmas Martini Brunch, a Studio 54 themed party at **Stereo**, the launch of **Mrs Riot's** Christmas Wonderland and **Ave Mario's** decadent Christmas Party Feast completing the perfect Holiday spread. There will also be a Nutcracker themed Afternoon Tea at **The Petersham** and special afternoon teas at **VyTA**, **The Ivy Market Grill** and **Mariage Freres**, as well as an exclusive cheese fondue for two at **Lilly's Café**. Food and drink festive gift cards are also available at **Sticks'n'Sushi**, **Balthazar**, **Frog by Adam Handling**, **The Barbary**, and **The Ivy Market Grill**, providing the perfect Christmas gift for foodie loved ones this season.

Visitors looking for the perfect Christmas gift can shop the latest collections from new brands including **Missoma**, **Creed**, **HOKA**, **Intimissimi**, **Hublot**, **Messika**, **Lakrids** and **Laderach** as well as beauty & fragrance from **Benefit**, **Charlotte Tilbury**, **Glossier**, **Penhaligon's**, **Parfums de Marly**, **Jo Malone London**, **NARS**, **Miller Harris**, **Le Labo** and **Kiehl's**. Stunning gift accessories are available at **Mejuri**, **Dinny Hall**, **Astley Clarke**, **Olivia Burton**, **Astrid & Miyu**, **Cambridge Satchel Co.**, **Strathberry**, and **PDPaola**, as well as luxury jewellery and accessories from **Mulberry**, **Paul Smith**, **Hublot**, **Girard Perregaux**, **Bucherer**, **Tag Heuer**, **Tudor**, and **Tiffany & Co.** with personalisation services in select locations.

To bring the excitement of the Christmas countdown, a variety of advent calendars are available from **Jo Malone London**, **Grind**, **Uniqlo**, **Whittard**, **Benefit**, **Charlotte Tilbury**, **Happy Socks** and **Neuhaus**.

For further information on new openings, experiences, shopping and dining visit [Coventgarden.london](https://coventgarden.london)

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About Shaftesbury Capital PLC:

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio, valued at £4.9 billion, extends to 2.9 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of restaurants,

cafés, bars, shops, residential and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho, and Chinatown, together with holdings in Fitzrovia. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line.

Shaftesbury Capital shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange.
www.shaftesburycapital.com

Our purpose

Our purpose is to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value.

About Covent Garden:

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as over 200 restaurants, bars and cafés.

www.coventgarden.london