

A FRESH FACE: GROWN ALCHEMIST SET TO MAKE UK DEBUT IN SOHO

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For immediate release

Shaftesbury Capital has announced that internationally celebrated beauty retailer, **Grown Alchemist**, is set to make its UK debut within the Soho neighbourhood, opening at 35 Beak Street in November.

With an emphasis on rejuvenation and evolution, the Australian brand is set to open its first store outside of Melbourne, taking a two-floor c600sq ft space by the southern entrance to Carnaby street. Grown Alchemist was founded on the belief that skin health is an extension of overall wellness, using a biotech based approach in its cutting-edge creation of body care formulas. The treatments and experiences go beyond a traditional beauty brand, as a 360-degree wellness service encompasses bespoke skincare consultations, exclusive face and body treatments, IV drip therapies, leading skin regeneration technologies, and brand partner services.

Soho as a destination remains a hub for challenger brands in beauty and skincare, with Grown Alchemist set to join **MALIN+GOETZ**, **Aesop**, **Skin Laundry** and **Sculpted by Aimee**, which also celebrated its UK debut late last year.

William Oliver, Retail Leasing Director, added: "Grown Alchemist is a brand that represents everything we look for when it comes to introducing UK debuts, similarly to the recently opened PANGAIA flagship, that enhance the Carnaby Street and Soho neighbourhood. With a strong online presence, Grown Alchemist is a real challenger brand in its industry, delivering something different and inspiring for customers through creating a new physical retail presence. We constantly seek out new brands which offer a multifaceted retail experience and bringing together a mix of revolutionary, independent brands within our beauty offer is core to our approach."

Anna Teal, Grown Alchemist CEO, commented: "The UK debut of Grown Alchemist is the beginning of an ambitious bricks-and-mortar expansion plan, and this location will be fundamental in helping us grow and build our presence in a new market. Our global team of cosmetic chemists have worked hard to be at the forefront of innovation and progress made across medicine, nutrition, pharmacology, dermatology, genetics and psychology, and we are confident that our fresh and considered concept will resonate with the destination's customer base."

The signing of Grown Alchemist follows a series of retail additions to the Soho portfolio in recent months. Fellow tech-led innovation brand **PANGAIA** is now open nearby at 57 Carnaby Street, while **Mango Teen** and **Astrid & Miyu** have debuted new concepts at Foubert's Place, enhancing the destination's unrivalled shopping experience.

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Notes to Editors

About Soho

Soho is a world-famous shopping and dining destination in the heart of London's West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it's home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London's dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

[Carnaby.co.uk](https://carnaby.co.uk) / @CarnabyLondon



[ThisisSoho.co.uk](https://thisissoho.co.uk) / @ThisisSoho

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 £4.8 billion, extends to 2.7 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho and Chinatown. 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 ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary). www.shaftesburycapital.com

Our purpose

Our purpose is investing to create thriving destinations in London's West End where people enjoy visiting, working and living.