

**A MOMENT IN TIME: LONGINES SELECTS COVENT GARDEN FOR SECOND LONDON BOUTIQUE**30<sup>th</sup> October 2024

For immediate release

Shaftesbury Capital has announced that Swiss watchmaker, **Longines**, has selected Covent Garden to be the location of its second London boutique. The winged hourglass brand will open at 6 James Street this autumn, adding to Covent Garden's line-up of premium watch and fine jewellery retailers, and enhancing its position as a go-to destination for internationally renowned, prestigious brands.

With an almost two-century-long commitment to timepiece accuracy, Longines is to this day characterised by its pioneering spirit, quest for precision, and timeless vision of elegance. The c.1,000 sq ft store will showcase the Swiss brand's iconic timepieces including the Longines Master Collection and Longines DolceVita collections, as well as the Conquest, Longines Spirit and Legend Diver collections. Dedicated to the exceptional, the new James Street store will be fitted out in Longines' signature elegant style, blending classic and refined décor with subtle design nods to the brand's sporting and aviation heritage.

Longines will join fellow Swatch Group-owned watch brands also located in Shaftesbury Capital's Covent Garden. Brands include **Tissot**, which opened at 7 James Street last year, and **OMEGA**, which launched its latest boutique in the destination's prestigious Royal Opera House Arcade, home to a host of luxury watch and fine jewellery brands.

**William Oliver, Retail Leasing Director at Shaftesbury Capital**, commented: "Covent Garden offers an unmatched line-up of premium watch brands right in the heart of the city, so the entrance of Longines is a natural fit. Longines' distinct character aligns closely with Covent Garden's, showcasing a commitment to tradition and elegance, whilst remaining at the cutting edge of innovation. We look forward to seeing it deliver this commitment, opening alongside James Street's roster of retail pioneers."

**Matthias Breschan, CEO of Longines**, added: "The opening of our second London boutique marks an exciting chapter for Longines in the UK. Covent Garden is the perfect setting for us to display our iconic collections and share our values of elegance, tradition and performance. We are proud to be part of this vibrant destination and look forward to offering our customers a unique experience that reflects the heart and soul of Longines."

The premium timekeeping brand will join nearby luxury retailers, including **Chanel, Guerlain, Mulberry, Paul Smith** and **Tom Ford**. The signing follows the announcement that **Strathberry**, the specialist leather goods retailer, has opened a significantly upsized store in Covent Garden's Market Building.

**-Ends-**

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**Notes to Editors****About Shaftesbury Capital**



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).

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#### **Our purpose**

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

#### **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 cafes.

[www.coventgarden.london](http://www.coventgarden.london)

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#### **About Longines**

Longines has been based in Saint-Imier in Switzerland since 1832. Its watchmaking expertise reflects a strong devotion to tradition, elegance and performance. With many years of experience as a timekeeper for world championships in sport and as a partner of international sporting federations, Longines has forged solid and lasting links with the world of sport over the years. Known for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd, the world's leading manufacturer of horological products. The brand with the winged hourglass as its emblem has outlets in over 150 countries.