

ASTRID & MIYU FLAGSHIP LEADS TRIO OF OPENINGS AT SHAFTESBURY CAPITAL'S SOHO

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For immediate release

Shaftesbury Capital has announced a series of new retail openings in **Soho**. Foubert's Place is now home to stores for contemporary jeweller **Astrid & Miyu** and cult eyewear brand **Jimmy Fairly**, while Carnaby Street has welcomed **Barbour**, the globally renowned lifestyle retailer.

Astrid & Miyu's new store at 5-7 Foubert's Place is a London flagship, and a significant upsize for the brand within Soho. Operating as House of Astrid & Miyu (HOAM), it promises to be the jeweller's most immersive shopping experience yet, offering a greater array of consciously-created jewellery, and featuring new collections. Astrid & Miyu places a strong focus on experience, and the relocation has created more space for in-store services that include ear-piercing, engraving, and welding.

Opening what the brand has dubbed its "most exciting store yet", Jimmy Fairly's signature glasses and sunglasses can now be found at its new 10 Foubert's Place unit, bringing together Parisian style and affordable quality. Expert eye tests using state-of-the-art equipment are also on offer, as Jimmy Fairly – much like Astrid & Miyu – looks to create a better overall environment, ensuring the purchase of prescription glasses is a more enjoyable experience.

Also relocating into a new Soho store with a brand-new fit-out, Barbour has moved into 29 Carnaby Street, offering its distinctive array of clothing and accessories. Barbour has been part of the Soho neighbourhood for nearly 15 years, with the new unit representing a continued commitment to Shaftesbury Capital and confidence in one of the world's most famous shopping streets.

Sharon Solis, Director of Retail at Astrid & Miyu, commented: "Foubert's Place was always a dream destination for our retail expansion, with a huge heartwarming response when we first opened our smaller unit a few years ago, and we've enjoyed being here so much that when the opportunity came to us to upsize on the same street, we jumped at it. The growth we have achieved in the past few years has been so rewarding, and that's what made our new House of Astrid & Miyu (HOAM) London flagship possible. It also means we can continue to serve the Soho and Carnaby Street customers that have contributed to that growth, with an even better experience and array of services than before."

Completing the retail offer on Foubert's Place, Jimmy Fairly and Astrid & Miyu sit alongside the likes of Mango Teen and Sculpted by Aimee, which both made UK debuts in Soho within the past 12 months. This news also comes as Carnaby Street has bolstered its fashion, as Barbour adds to the recently opened PANGAIA, another brand that chose Shaftesbury Capital's Soho to open a first-ever physical store.



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For further information, please contact: carnabyandsoho@averpr.com

Notes to Editors

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.

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 / @CarnabyLondon

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