

AUTRY SELECTS SOHO FOR ITS FIRST UK STORE

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For immediate release

Shaftesbury Capital has announced that **Autry**, the classic yet contemporary unisex sneaker brand, has opened at 61-63 Beak Street in Soho for its first UK store.

Established in 1982, Autry has built a reputation for high-quality, vintage-style products with a contemporary, sports-performance-oriented twist. Its trademark 80s look encompasses a range of unisex sneakers, focused on craftsmanship, quality, and comfort. The new 2,600 sq ft Soho store is an immersive boutique, and mirrors Autry's celebration of American aesthetics, spirit, and sport heritage throughout its design with an Italian twist.

Autry follows in the footsteps of a plethora of brands which have debuted in the neighbourhood in the last year, highlighting the appeal of Shaftesbury Capital's portfolio to leading international brands. Autry joins **TALA**, which is due to open its store at 5-7 Carnaby Street this month, **PANGAIA** at 57 Carnaby Street, **Saloman** at 18 Broadwick Street, and an array of debut F&B concepts such as **Goldies** and **Donia** in Kingly Court, and **The Counter** and **Two Floors** on Kingly Street.

Will Oliver, Retail and Restaurant Director at Shaftesbury Capital, said: "Autry's debut UK store continues to spotlight the unparalleled appeal of Soho, and our ability to partner with the best brands around on their physical retail journeys. Its reputation for firsts and our emphasis on creating a world-class environment for consumers is why Soho is so often a primary target for international brands looking to make their mark in the UK. We've actively curated a leading collection of retailers in Soho, with Autry another high-quality addition to our community."

Roberta Benaglia, Founder and CEO of Style Capital, added: "The opening of Autry's first flagship store in London marks a pivotal moment in the brand's journey. It's more than a retail milestone, it brings Autry's iconic values to life through a space that reflects our identity. London, with its cultural vibrancy and global spirit, was the natural first stage for this step. This boutique represents a new chapter in our strategy to build a strong international presence and connect with our global community, combining authenticity, quality, and a bold vision for the future."

Autry joins a series of names on Soho's Beak Street, including **Grown Alchemist**, the brand's first UK store, as well as **GANNI**, **Samsøe & Samsøe**, and F&B operators such as **Bar Kroketa** and **Mountain**.

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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 assets under management, valued at £5.0 billion, extend 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).

Our purpose

Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

Our values

We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and Make a difference.

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.

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