

AXEL ARIGATO OPENS FLAGSHIP STORE IN COVENT GARDEN'S SEVEN DIALS29th July 2024

For immediate release

Shaftesbury Capital has announced that **Axel Arigato**, the global Swedish footwear brand, has opened its flagship store at 21-23 Earlham Street in Covent Garden's Seven Dials neighbourhood. Located in the heart of Seven Dials in an anchor unit opposite the iconic sundial pillar, the launch of the international lifestyle brand underscores Covent Garden's status as the leading destination for flagship stores from innovative, world-class concepts.

With a footprint of 2,500 sq ft, Axel Arigato Covent Garden offers an extensive range of womenswear, menswear, and accessories, including their iconic sneakers and ready-to-wear. To celebrate its 10th anniversary, Axel Arigato will also launch a 10-year capsule collection featuring bespoke Axel A monogramming across a t-shirt, denim, and *Area & Dice* sneakers for both men and women, which will be available in-store and online as part of a limited run. The interiors of the store reflect the brand's longstanding commitment to creating 'gallery-like spaces,' that highlight the products and collaborations, whilst also serving the community with its robust event series, which includes Axel Arigato's 10 Year Anniversary celebrations, opening and closing party with drinks, DJs and special performances.

Partnering with long-standing collaborators Hallerod, the new Earlham Street location has been fitted out in signature Axel Arigato style, where natural marbles collide with man-made metals, and an in-wall speaker system that underscores the brand's ongoing connection to music subculture. The store is designed to be easily transformed into an event space, acting as a second community hub in the heart of the capital.

The new store marks Axel Arigato's second location within the Shaftesbury Capital portfolio, following the launch of its first flagship space on Broadwick Street in Soho. The arrival of the leading Swedish brand in Covent Garden, further enhances the line-up of specialist and luxury performance-wear brands across the neighbourhood, including the UK debut of footwear pioneer **HOKA**, the recent upsize of innovative outdoor apparel retailer **Finisterre** and the upcoming UK flagship opening of **Alo Yoga**.

Michelle McGrath, Executive Director at Shaftesbury Capital, commented: "The opening of Axel Arigato's flagship store in Covent Garden signals another exciting development in the ongoing leasing momentum in Seven Dials neighbourhood. The highly innovative, dynamic brand bolsters not only the destination's unrivalled line-up of performance-wear brands but marks the launch of yet another flagship space from a best-in-class international brand. Axel Arigato's commitment to the Shaftesbury Capital portfolio through the launch of its second anchor location emphasises the strong collaborative relationship that we strive to curate with our partners."

Albin Johansson, CEO & Co-Founder, Axel Arigato, commented: "London has been a spiritual home for Axel Arigato since we launched our very first store here back in 2016. We're thrilled to be able to expand our bricks and mortar business in the capital – and it feels extra special to do this in our tenth anniversary year in the epicentre of world-leading performance-wear brands in the UK. We're looking forward to offering a unique space and some unforgettable events to customers at our new store in Covent Garden's Seven Dials."



The opening of Axel Arigato follows the recent signing of renowned Scandinavian outdoor brand, **Peak Performance**, which has selected Covent Garden to be the home of its first-ever UK store. The Amer Sports-owned brand will open a 1,700 sq ft home at 49 Long Acre, offering high-quality performance clothing.

-Ends-

For further information, please contact Claire Cowan or Lara Inglis-Jones at Aver PR: coventgarden@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 2.9 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. 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 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

@coventgardenldn

About Axel Arigato

Founded in Sweden in 2014, Axel Arigato is intrinsically grounded in culture, community, and craft. Driven by curiosity, the brand has consistently connected its approach to the rhythm of what is happening in the wider world, looking to an ever-evolving contemporary society for both purpose and inspiration. It presents diverse collections of elevated and wearable footwear and ready-to-wear, fusing together Scandinavian minimalism with unexpected, contemporary design. The brand has nine physical stores in five countries, as well as a network of over 250 wholesale partners and retail concessions. Axel Arigato is committed to fostering connections beyond the conventions of commerce. As such, its core mission remains true to this day: to build a positive platform through the power of community, inclusivity, and memorable experiences.