

**AXEL ARIGATO TO OPEN IN COVENT GARDEN'S SEVEN DIALS, MARKING SECOND FLAGSHIP  
LOCATION WITHIN SHAFTESBURY CAPITAL'S PORTFOLIO**10<sup>th</sup> January 2024

For immediate release

Shaftesbury Capital has announced that **Axel Arigato**, the Swedish footwear brand, is set to open a new flagship store in Covent Garden in 2024. Located in Covent Garden's Seven Dials, the entrance of the innovative lifestyle brand spotlights Covent Garden's position as a destination for international, high quality, fashion retailers.

A 'people-powered' lifestyle brand, Axel Arigato will introduce its constantly evolving collections of footwear to Covent Garden in a 2,500 sq ft store, alongside its extensive range of womenswear, menswear, and accessories. In line with Axel Arigato's signature store design across Europe, the new Earlham Street location will be an inviting and open gallery-style space, curated to allow the products and collaborations to take centre-stage. This store will also mark Axel Arigato's second location within the Shaftesbury Capital portfolio, joining its inaugural store on Broadwick Street, Soho, underpinning the continued appeal of the portfolio, and the West End more widely, to best in class retail concepts.

The community-centred retailer joins Covent Garden's roster of lifestyle and footwear favourites, including sought-after names such as **HOKA**, which recently opened its European debut store, **GANNI** and **Arc'teryx**, which is set to open its new and upsized flagship store at 42 King Street in the spring.

**Michelle McGrath, Executive Director, Shaftesbury Capital**, commented: "Curating a destination that offers a comprehensive line-up of the best-in-class experiences, from both British and international brands, forms a key part of our retail strategy for Covent Garden and its Seven Dials neighbourhood. We are therefore delighted to have welcomed a young and dynamic concept like Axel Arigato. A forerunner in innovative footwear, leading with an emphasis on quality, craftsmanship and longevity."

Axel Arigato's commitment to Covent Garden follows a series of new brands joining the estate's Seven Dials neighbourhood. **Odd Muse** and **Missoma** have both opened on Monmouth Street, marking their first permanent brick-and-mortar and flagship stores, whilst leading British shoemaker, **Loake**, and the UK debut for French men's skincare brand, **Horace**, have both opened on Neal Street.

**-Ends-**

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**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 £4.9 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, together with holdings in Fitzrovia. 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](http://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](http://www.coventgarden.london)

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## **About Axel Arigato**

Axel Arigato was launched with one main objective: to embrace the now and always look for the tomorrow. Known for its breakdown and shattering of the traditional seasonal calendar, through its unique system of weekly drops; Axel Arigato serves a type of interest that's percussive, following a cultural cadence rather than an industry one. Founded in 2014, as a direct-to-consumer brand, Axel Arigato has physical stores in six countries across Europe and UAE and is present online in 134 territories worldwide. Harnessing the energy of the next generation through a multi directional lens, Axel Arigato exists to be a positive platform for all.