

BARBOUR OPENS NEW HERITAGE CONCEPT STORE IN COVENT GARDEN'S SEVEN DIALS20th August 2024

For immediate release

Shaftesbury Capital has announced that **Barbour**, the British luxury lifestyle brand, has opened at 37 Neal Street in Covent Garden's Seven Dials neighbourhood. The historic retailer's store is centred around its fresh design concept of New Heritage, which celebrates its dual identity as both historic in legacy and contemporary in design. The entrance of the iconic British retailer emphasises Shaftesbury Capital's ongoing success in attracting the latest concepts from internationally established brands.

In a nod to Barbour's 130-year history, the new Covent Garden store is designed to deliver the practicality of its roots, re-engineering them for today to create purposeful designs with a contemporary aesthetic. The store houses the brand's most fashion-forward ranges, including Heritage +, Heritage Select, and Re-Engineered. Committed to circularity, Barbour's Re-Loved jackets are also on offer, alongside Re-wax lockers to allow customers to bring well-worn items and have them carefully restored by in-house experts to extend the life of the garment.

The store has been designed to create a space to immerse customers in Barbour's heritage and storytelling. The décor takes inspiration from the brand's first market stall founded in 1894 in South Shields, featuring a rich colour palette, enamelled signage, covered entrances and exposed ironwork. Green tin lights mimic those found in the brand's North Eastern England factory, and solid oak furniture, bronze and brass detailing, and aged mirrors pay homage to Barbour's history with a modern twist.

Barbour Covent Garden joins its sister store on Shaftesbury Capital's Carnaby Street, which opened in the iconic Soho neighbourhood earlier this summer. Nodding to the brand's historic British legacy by design, the launch of the two new concept stores within the Shaftesbury Capital estate reiterates its commitment to introducing brands that celebrate the portfolio's unique heritage. Covent Garden is home to a range of other British heritage brands, including **Paul Smith**, **Radley London**, **Penhaligon's** and **Mulberry**.

Michelle McGrath, Executive Director, Shaftesbury Capital, commented: "Barbour is an iconic British brand, steeped in history and committed to high-quality craftsmanship. It is therefore fitting that the brand will open on Covent Garden's Neal Street with the introduction of its New Heritage concept, which marries archive inspiration with modernity. As stewards of Covent Garden, it is important to Shaftesbury Capital that we continue to evolve the offer, adding concepts that both complement and enhance the neighbourhood's distinct character, and the new Barbour store does exactly this."

Paul Wilkinson, Group Commercial Director at Barbour, added: "The New Heritage stores are here to tell the story of our brand and connect with our rich heritage. Covent Garden's Neal Street provided the perfect location for this type of store with a large international consumer, nestled with global brands and independent concept stores."



The opening of Barbour follows the recent announcement that **Axel Arigato**, the global Swedish footwear brand, has also launched in Seven Dials, at 21-23 Earlham Street. The international lifestyle brand has launched in a 2,500 sq ft anchor unit opposite the iconic sundial pillar, offering its extensive range of womenswear, menswear and accessories.

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For further information, please contact Aver PR at: 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 2.7 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 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

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About Barbour

Originally established by John Barbour in 1894 in South Shields in the North East of England to provide outerwear to fishermen, sailors and mariners to protect them from the worst of the British weather, today Barbour offers a complete wardrobe of clothes, accessories and footwear for men, women and children. Shirts, knitwear, trousers, footwear and accessories are now just as much in demand as Barbour's iconic outerwear.



Forever synonymous with the British countryside, Barbour's collections now span from the best practical country clothing to fashion-forward lifestyle collections. To this day Barbour's ranges continue to be inspired by the company's archives which date back to 1910 – each season classic designs are re-interpreted into modern, contemporary silhouettes.

A family-owned 5th generation brand established 130 years ago, Barbour is a global success story sold in over 55 countries worldwide including Germany, Italy, Spain, France, the US and Japan. In 2020, Barbour launched Wax for Life, an overarching name for all of Barbour's wax services designed to encourage customers to extend the life of their jackets. Wax for Life includes Re-waxing and Repairs first introduced in 1921 and Re-Loved, an upcycling circularity initiative taking jackets that owners no longer have a need for, cleaning re-waxing and repairing them, thus extending the life of the jackets. In May 2024, Dame Margaret Barbour as the Grantee was granted a Royal Warrant of Appointment to HM The King as manufacturers of outerwear, clothing, footwear and accessories.