

**CARHARTT WIP SELECTS SHAFTESBURY CAPITAL'S SOHO FOR LONDON FLAGSHIP,
JOINS RECENT INVESTMENT FROM LONG-STANDING TENANTS**

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For immediate release

Shaftesbury Capital has announced that **Carhartt WIP**, the lifestyle and apparel brand that draws inspiration from workwear originals, has signed for a new flagship store in Soho. Opening on 33-35 Brewer Street, the signing signifies the leading landlord's ability to deliver prime, flagship spaces for best-in-class brands.

Carhartt WIP will open a 4,000 sq ft store and stock the brand's seasonal men's and women's collections, as well as gadgets, accessories, and special collaborative projects. The space will be designed by creative director Salome Faeh and the Milan-based architect Andrea Caputo, who have worked together on numerous retail locations across the globe. Carhartt WIP Soho will launch later this summer, relocating from its current location on Brewer Street into a larger unit within the Shaftesbury Capital portfolio.

Building on its long-standing relationship with Shaftesbury Capital, Carhartt WIP's new Brewer Street flagship will join the brand's existing store in Seven Dials, demonstrating the landlord's extensive appeal, active management, and collaborative approach in securing best-in-class brands. Carhartt WIP will sit alongside complementary retailers within Soho such as **A.P.C.**, **Axel Arigato**, **END**, and **Paul Smith**, and is the latest in a long line of flagship sites at the leading West End destination, shortly following the likes of **Wolf & Badger** and **PANGAIA**.

Michelle McGrath, Executive Director at Shaftesbury Capital, commented: "Soho is synonymous with creativity, authenticity, and cutting-edge fashion, so to have a leading brand such as Carhartt WIP, which encompasses all of these qualities, expands its footprint within our destination, cements its strong market positioning. Carhartt WIP has a great understanding of the West End customer, and we are proud of the relationship that we have built with them over time, culminating in this flagship signing. Their dedication to the neighbourhood is matched by other leading, international brands, similarly seeing the opportunity continued investment in Soho can create."

Elsewhere in Soho, two more leading fashion brands have invested in the neighbourhood. **Levi's** is undertaking a comprehensive refurbishment of the 51 Carnaby Street unit; **Astrid & Miyu** will soon be upsizing into a new space on Foubert's Place; and **Scotch and Soda** is returning to Carnaby Street, for what will be only one of two physical stores for the young fashion brand in the UK.

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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 £4.8 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, 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

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

ThisisSoho.co.uk / @ThisisSoho

About Carhartt WIP

Carhartt Work In Progress (WIP) is a clothing brand that adapts and modifies the core products of the pioneering American workwear brand Carhartt to create its own collections.

Established in 1994 by Edwin Faeh, the brand's audience is just as likely to associate its iconic yellow C motif with late 90s hip hop videos or skate clips, as they are with factories or manual labor. This distinction is key in defining what Carhartt WIP does. Carhartt WIP engages with different cultural spheres: from Detroit and Berlin's symbiotic techno scenes, to skateboarding and its communities that span Paris, New York, and Seoul, to the contemporary art world. The brand channels these influences, representing the culture which has formed around it. This can be seen and felt in its collections, its imagery, and its choice of partners and collaborators.

Today, Carhartt WIP operates over 100 brick and mortar retail stores across Europe, Asia, and the US, as well as working with select wholesale clients.