

PRESS RELEASE

26 February 2024

CARNABY STREET AND SMART WORKS LAUNCH A BRAND NEW POP-UP IN CELEBRATION OF INTERNATIONAL WOMEN'S DAY

This March, Carnaby Street is partnering with UK charity, Smart Works to support their mission of empowering women across the UK who need help securing employment and changing the trajectory of their lives.

UK charity **Smart Works** will open a pop-up at 57 Carnaby Street, following successful previous pop-ups in Covent Garden last year. Running 1st - 24th March, to coincide with **International Women's Day**, the pop-up will create an experiential shopping experience for visitors with an exciting lineup of fashion, homeware, childrenswear, accessory and beauty brands with 100% of the proceeds raised from the pop-up going directly to the charity. The pop-up will also have a full schedule of panel talks and brand collaborations alongside the curated retail offer, which will be announced very soon.

The Carnaby Street Smart Works pop-up, which will be open daily from 11am-7pm (6pm on Sundays), will feature brands who have donated products including **Frame, Lily & Lionel, Jovonna London, Hush, Aligné, Pink City Prints, Celeste Starre, Rise & Fall, Kitri, By Alona, WAT The Brand, Orelia, Lisou, Daisy Jewellery, Boden, Lisou, Heidi Rose, Rosie Dalia, Joseph, Varley, Stripe & Stare, Dickies, Free People, Spanx, Radley London, Missoma, Sister Jane, Ghospell, Zoe Communications** and **Chelsea Peers** to name a few, with discounts of up to 70% RRP.

There will also be a variety of pieces kindly donated from well-known individuals including Fearne Cotton, Dame Shirley Bassey, Grayson Perry and celebrity stylist Sinead.

Smart Works uses the power of high quality clothing and one-to-one coaching to help unemployed women fulfil their potential and secure a job which will transform their lives. The charity's 11 centres across the UK provide career coaching, interview dressing and preparation services and 'The Smart Works Network' for further professional development opportunities. In 2023, Smart Works pop-ups raised over £150,000 which was put back into helping women achieve their professional goals.

Kate Stephens, CEO of Smart Works said: "Smart Works is a charity built on the power of community, and harnessing fashion as a force for good to help women transform their lives. This is a belief we share with Carnaby Street and Shaftesbury Capital, and we are grateful to the team for giving us the opportunity to host the next Smart Works Pop Up Shop over a key moment in our year – International Women's Day. With their ongoing support, we will be able to raise vital funds and visibility, enabling us to reach more women and connect them to their potential."

The pop up is kindly being supported by **FoundPop** and **Patch Plants**.

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Store Details:

- 57 Carnaby Street, London, W1
- 1st – 24th March
- Opening Hours:
 - Monday – Saturday – 11am – 17pm
 - Sunday – 11am – 6pm

For more information and interviews please contact Meghan Ryan / Hannah Deacon at Sister London:

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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 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**

Our purpose

Our purpose is investing to create thriving destinations in London's West End where people enjoy visiting, working and living.

About Carnaby

Carnaby is in the heart of London’s West End, where over 100 retail brands of quality and distinction and over 60 independent restaurants, cafes and bars can be found across 14 streets, including the world famous Carnaby Street. Carnaby is a unique and iconic experiential shopping, dining and leisure destination. Follow **@CarnabyLondon** / **www.carnaby.co.uk**.

About Soho

Soho is the creative hub of London’s West End with a vibrant mix of independent and concept fashion stores, restaurants and bars. Soho’s portfolio includes 39 shops and 31 restaurants, bars and cafes across several Soho streets including Berwick St, Broadwick St, Denman St and Brewer St. **@ThisIsSoho / ThisIsSoho.co.uk**

About Smart Works

Smart Works is a dynamic, high profile and fast-growing UK charity that dresses and coaches unemployed women for success at their job interview. We empower each woman by giving her the clothes and the confidence she needs to succeed.

After visiting Smart Works, 69% of clients secure a job within a month, gaining financial independence and transforming their lives.

The Smart Works service is delivered in London, Manchester, Glasgow, Edinburgh, Birmingham, Newcastle, Reading and Leeds. Over the past ten years, Smart Works has helped over 35,000 women. It is our mission that any woman who needs our service should be able to find her way to a Smart Works centre.

In April 2022, Smart Works launched a new Three-Year Plan that will see the charity double the number of women helped annually from 5,000 to 10,000 women a year. To achieve this, we will grow our existing centres and open new centres in areas of need including Bristol and Liverpool.

Smart Works has been voted Social Action Charity of the Year.

Smart Works Charity, Charity No: 1080609