

Carnaby Street Unveils 'All Is Bright' 2025 - A Dazzling New Chapter of Colour-Driven Christmas Lights



- Carnaby Street has today announced its new Christmas lights scheme '*All is Bright*'
- 2025 sees the scheme evolve with a vibrant new colourful display, brought to life by design specialists Sculptivate
- The display will be switched on Thursday 6th November
- The state-of-the-art installation continues Carnaby Street's sustainable lighting programme, combining festive tradition with Soho's modern creativity and capturing the true spirit of Christmas in London

London, 23rd September - 2025 - Carnaby Street has today announced its brand-new Christmas scheme '*All is Bright*'. The colourful new display will provide the perfect backdrop for festive revelry, late-night shopping and Christmas get-togethers in the heart of Soho from Thursday, 6th November and throughout the festive season.

Last year, Carnaby Street unveiled a ground-breaking, design-led Christmas lights installation, set to evolve over the following five years. The new '*All is Bright*' display marks the next chapter of the sustainable, state-of-the-art scheme, introducing a fresh and dynamic direction for the 2025 festivities. This year, the iconic Carnaby Street arches will also be decorated to create the perfect festive picture moment. Blending timeless tradition with the creativity and vibrancy that define Soho, the lights ensure visitors and Londoners alike experience the very essence of Christmas in the capital.

Carnaby Street's unique festive atmosphere is brought to life not only by its lights but also through its unrivalled mix of shopping and dining. Visitors can discover fashion must-haves and gifting ideas from both new and established stores including Tala, Pureseoul, Farm Rio, Charlotte Tilbury, GANNI, Adidas Originals, MAC, END., Astrid & Miyu, and Carhartt WIP, alongside independent concept boutiques and international flagships. These exciting new

openings, combined with the destination's beloved favourites, continue to cement Carnaby Street's reputation as a hub of style, creativity, and innovation.

For those looking for a little respite post-shopping, the food and drink scene in Carnaby Street and Soho continues to shine just as brightly. Upcoming openings include Heard and ALTA, alongside the highly anticipated relaunch of The Shaston Arms. These join a line-up that already includes Soho favourites HIMI, Kiln, Rita's, Marjorie's, and Mountain, as well as immersive venues like Cahoots and Little Violet Door.

Kingly Court, the area's iconic three-storey dining destination, will also serve up cosy festive energy and flavours. The balconies will be draped in cascading lights, creating an intimate glow for diners as they enjoy celebratory menus from the likes of Goldies, Darjeeling Express, Imad's Syrian Kitchen and Donia. Adding to the sense of occasion, a programme of festive events and activities will bring extra sparkle to the area, with more details to be unveiled soon.

Catherine Riccomini, Director of Marketing and Communications at Shaftesbury Capital, said: *"Carnaby Street has long set the standard for Christmas in London, and this year's 'All is Bright' design takes our five-year lighting scheme to bold new heights. This colourful installation captures the joy and optimism of the season while reflecting the creativity and vibrancy that make Soho unique, ensuring an unforgettable festive experience for everyone who visits."*

The 'All is Bright' switch-on will take place on Thursday 6th November 2025, with a series of festive events and celebrations continuing throughout the season.

About Carnaby Street & 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 is home to a mix of international flagships, independent boutiques and innovative concept stores. Soho's dining scene is unrivalled, offering an eclectic mix of restaurants, bars, cafés and pubs for every taste.

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