

Celebrate in Style - The Ultimate Christmas Guide to Soho and Carnaby Street

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On 6th November, Carnaby Street will be illuminated in this year's dazzling 'All is Bright' lighting scheme. The lights will be switched-on in an exhilarating, festive extravaganza to kick off the run-up to Christmas in Soho style.

Everything you need to know for the switch-on is gathered here - from where to capture the best view of the lights to seasonal offers and unmissable events across Soho's unrivalled array of shops, restaurants, and bars. Beneath the warm glow of twinkling lights, the classic festive charm of Soho sets the scene for the perfect evening of Christmas gift-hunting, dining, and drinking.

Read on to discover Yuletide gems across Soho and Carnaby Street including 'Soho Nights' each Wednesday, for those looking for a nocturnal retail fix, as well as the best spots to photograph the spectacular Christmas lights.

What's happening on Thursday, 6th November

For one night only, Soho will come alive to celebrate the start of the festive season. The evening will be soundtracked by live music performances filling the iconic Carnaby Street and the surrounding streets with festive tunes and attendees will also be able to enjoy on-street drinks from pop-up bars, adding a spirited touch to the celebrations.

Throughout the evening there will be special offers and exclusive treats available from over 35 local favourites across food, drink, and retail. Shopping highlights include exclusive discounts at brands, such as **Ffern**, **Cubitts**, **The North Face**, **Aubin**, **Happy Socks** and **PANGAIA**, gift with purchase promotions at **RIXO**, **TALA**, **Sculpted by Aimee**, and **Lazy Oaf**, as well as complimentary festive refreshments for shoppers at **De La Vali**, **Jimmy Fairly**, **Nobody's Child**, **Missoma** and **Sheep Inc.**

Elsewhere, **Dishoom** will be spreading warmth with free cups of chai from its outdoor chai cart, **ALTA** will be serving a one-off special Spanish cider, spiced with cinnamon for the night of switch-on and **Pastaio** will be serving complimentary Spiced Clementine & Brandy slushies to customers who order a plate of pasta.

Pop-Ups

Adding to the excitement on Carnaby Street this festive season, a number of new pop-ups will be joining the line-up. British brand **ARNE** has announced its arrival at 5-7 Carnaby Street from 1st November with a dedicated pop-up showcasing its signature menswear, womenswear, and

footwear collections. Sustainable fashion label **OMNES** is also popping up at 37 Carnaby Street for the festive period and will be celebrating the switch-on event on 6th November by offering customers 20% off full-priced items.

Alongside all the wonderful offers and pop-ups, **The Bothy** will be adding to the celebrations with a special presence at 52-55 Carnaby Street. Visitors will be able to take shelter and enjoy a well deserved break from Christmas shopping with a delicious Baileys Hot Chocolate or a perfect pint of Guinness. For the night of the switch-on event on 6th November, an outdoor bar will serve delightful, warming seasonal cocktails – the perfect way to toast the start of the festive season in true Soho style!

Best Spots to Get the Shot

The switch-on evening will be the perfect moment to capture the festive magic of Carnaby Street's Christmas lights. Renowned for their intricacy and sustainable technology, this year's overhead lights will beam with a vibrant rainbow of colours. The two iconic Carnaby Street arches will be illuminated this year, framing the perfect festive selfie or group picture moment. For a full view, stand near the junction of Carnaby Street and Kingly Street to capture the lights in all their glory.

'Soho Nights' Evening Shopping Every Wednesday

Carnaby Street and Soho are hosting 'Soho Nights' every Wednesday from 12th November until 17th December, a weekly celebration of festive dining, exclusive shopping experiences and live performances. The event offers Londoners and tourists the chance to discover special festive discounts, shop Christmas gifts from exclusive collections and enjoy unique seasonal culinary experiences at some of Soho's finest eateries.

Participating dining brands include: **Miznon**, **Kolamba** and **Two Floors**. Retailers include: **PANGAIA**, **Ray-Ban**, **Aubin**, **Nobody's Child**, **Happy Socks**, **Ffern** and **De La Vali**.

A Saturday of Exclusive Shopping (22nd November)

In the busy run-up to Christmas, look no further than Saturday 22nd November to wrap up your shopping and find the perfect presents. Stores across Soho and Carnaby Street will be offering exclusive discounts for the day. More details to be announced soon.

Festive Fashion Finds

Soho and Carnaby Street are synonymous with fashion. The neighbourhood's boutiques offer the ultimate selection in clothing, beauty and wellness year-round, from party outfits to cosy favourites, and have prepared a host of unique experiences this Christmas.

The sustainable knitwear obsessives at **Sheep Inc** will host Wool Wreath Workshops for customers throughout November and December. A visit to their new flagship store on Newburgh Street is perfect those in search of winter woolies.

For those looking to treat themselves or loved ones, designers **Ray-Ban** and **Oakley** will be running spectacular discounts on sunglasses, while **Missoma** will offer customers complimentary gifts with purchases during December.

Food and Drink

From the three-levels of Kingly Court to Soho's charming side streets and thoroughfares, the area offers the finest festive takes on modern and traditional cuisine and drinks.

Donutelier will be running 'A Sweet Spin on The Nutcracker', including limited-edition pastries and 12 Days of Christmas giveaway inspired by the ballet. For those seeking a treat to match the chilly weather, **Big Kid Ice Cream** will reveal a range of exciting festive flavours.

Cahoots will revive the art of letter-writing with 'Letters Home for Christmas'. Inspired by wartime missives to friends and family, Cahoots will invite guests to write a note to loved ones while raising a glass and indulging in cheeky cocktails. Meanwhile, the newly re-opened **The Shaston Arms** will come into its own in the wintry weather, welcoming guests into the warm to sample elevated pub classics, and **Antidote** will run wine tastings every Saturday from 11-4, opening festive bottles from their cellars for sampling.

The Little Violet Door is ready for Christmas party season. For a home away from home in the heart of Soho, guests can rent out the whole flat or one of three unique spaces, the sitting room, kitchen & living room, or the entire basement, and order delicious packages of canapés and bowl food. A lunchtime offer for shoppers out and about will give afternoon parties a free round of Christmas cocktails.

At **Patty & Bun** diners will be served the Christmas special 'Yule be Jammin', a dry-aged beef patty with deep fried double breaded brie, black truffle mayo, American cheese, crispy onions and chilli and jam. Venetian restaurant **POLPO** will offer a festive menu throughout December including a glass of prosecco for £70 per person. **Dishoom** is serving brand new festive creations including a Parsnip and Kale Chaat, a Turkey Platter with Gravy, and Chilli Sprouts alongside beloved classics like the House Black Daal and Chicken Ruby.

Brindisa's Christmas Crunch menu, at £20 per person, is available from 17 November, encompassing a delectable spread of *para picar* dishes like cocktail mixes, olives, and prawn butter on sourdough, followed by seafood or seasonal vegetable rice. To finish, guests can opt for burnt Basque cheesecake or an orange chocolate tart with Oloroso cream.

ENDS

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