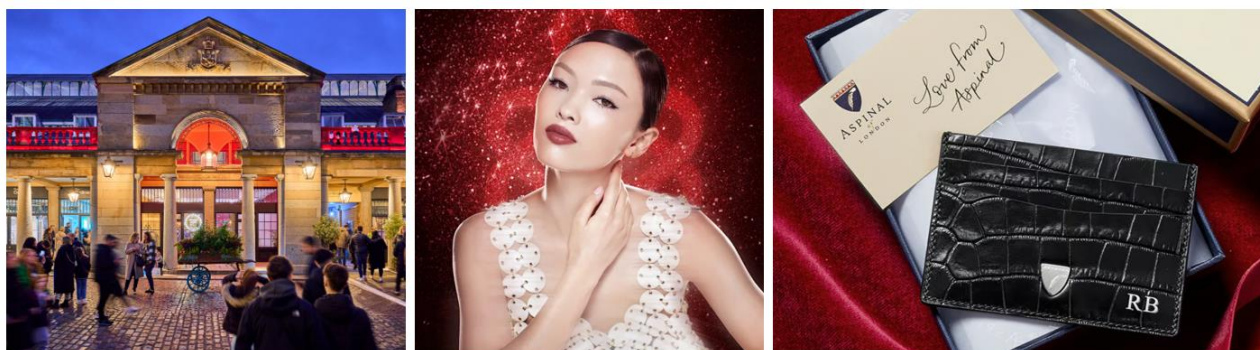


**CELEBRATE THE YEAR OF THE SNAKE IN COVENT GARDEN WITH LIMITED EDITION
PRODUCTS, SPECIAL MENUS AND EXCLUSIVE EXPERIENCES**



The West End will be the heart of spectacular celebrations in 2025, as **Covent Garden** and surrounding areas come together to celebrate Chinese New Year. From 24th January – 12th February visitors can enjoy an exciting lineup of cultural festivities, traditional food, celebratory drinks, limited edition gifts, and an array of live performances.

With food heaven highlights like **Din Tai Fung's** special menu inspired by rich traditions of Huaiyang cuisine and Taiwanese heritage to exclusive product collections from **Charlotte Tilbury, Guerlain, Paul Smith** and **Strathberry**, to interactive experiences including a 5k Lunar New Year run at **Peloton Studios London**, Covent Garden offers a unique and diverse mix of unmissable experiences to celebrate and welcome the Year of the Snake.

Enjoy a bespoke Covent Garden red packet:

A selection of brands across Covent Garden will be handing out bespoke red packet gift sets for customers who shop or dine from January 29th to February 2nd. The red envelopes, traditionally used to gift money as a symbol of luck and good fortune, are provided empty, allowing recipients to personalise their gifts for friends and family. Each gift set includes a pair of traditional couplets, the iconic Chinese character “Fu,” and two vibrant red envelopes. Participating brands offering the gift packets include **AWAY, Buns & Buns, Charlotte Tilbury, Guerlain, Miller Harris, PDPAOLA, RedFarm** and **Strathberry**.

Celebrate with Food:

Offering everything from dumplings to dim sum, sushi to sweet buns, Covent Garden is a vibrant food hub for Asian fusion cuisine with renowned restaurants like **Buns & Buns, Din Tai Fung, RedFarm, Sticks'n'Sushi** and **SUSHISAMBA**. New Year highlights include **Din Tai Fung's** special menu consisting of “Lion’s Head” Pork Meatball Soup paired with a ‘Golden Twist’ cocktail and **RedFarm's** iconic dim sum, including ‘London’s biggest dumplings’ served with a straw. For sweet treats, **Wheelcake Island** based in **Seven Dials Market** offers a mixture of Taiwanese treats including their soft fluffy pancakes. For a little extra luck this Chinese New Year, **Din Tai Fung** are also giving away 100 free baskets of their award-winning *Xiao Long Bao* soup dumplings to those who discover a hidden golden “Snake Charm” inside their dumpling basket. For your chance to win, simply pair any New Year drinks with your *Xiao Long Bao* order.

Exclusive Lunar New Year Shopping:

Looking for the perfect gift? Covent Garden is your destination for endless exclusive Lunar New Year products. Highlights include **Charlotte Tilbury's** empowering new limited-edition refillable lipsticks in exclusive twinkling

packaging, **Strathberry's** limited-edition snake print silk scarves and luxury leather accessories and **Mariage Frères** exclusive Year of the Snake Thé des Signes® featuring hypnotising flavours of green tea, mint & goji berries. Exclusive collections are also available at **American Vintage, Barbour, Guerlain, Paul Smith, Polo Ralph Lauren, Radley, Ray Ban, Swatch** and more.

Celebrate with exclusive services and interactive experiences:

Covent Garden is celebrating Chinese New Year with a vibrant array of interactive activities. Visitors can enjoy a variety of experiences curated to make gift giving even more special, including complimentary calligraphy on luxury gifts at **Diptyque** on 25th January and at **Jo Malone London** on 26th January, complimentary personalisation at **Aspinal of London** on 29th January and complimentary embossing at **Strathberry** on 2nd February. For an extra special interactive community celebration of the New Year, **Peloton London Studio's** leading UK instructors, Hannah Frankson and Susie Chan, will lead a Lunar 5K Run starting at their Floral Street studios in Covent Garden to Chinatown and back, followed by post-workout treats.

Cultural Extravaganza:

Finally, just a short walk from Covent Garden lies Chinatown, the hub of the annual Chinese New Year celebrations. This year, the festivities will take place on Sunday, February 2nd, with thousands expected to gather in London's West End to welcome the Year of the Snake. The event promises an unforgettable experience, featuring a lively parade, striking displays, and vibrant performances throughout Chinatown. It's the perfect destination to immerse yourself in the festivities while enjoying a day out in Covent Garden.

For more information on Chinese New Year celebrations in Covent Garden, visit the official Covent Garden website or email coventgarden@thebeaconuk.com

-Ends-

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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 2.7 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).

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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 200 restaurants, bars and cafes.

www.coventgarden.london