

**CHARLOTTE TILBURY TO SIGNIFICANTLY UPSIZE FLAGSHIP STORE IN
SHAFTESBURY CAPITAL'S COVENT GARDEN FOLLOWING STELLAR SUCCESS
AT THE DESTINATION**

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For immediate release

Shaftesbury Capital has announced that award-winning, global luxury makeup, fragrance and skincare brand, **Charlotte Tilbury** is set to open a significantly upsized flagship store in Covent Garden, following its stellar success enjoyed at the destination. Charlotte Tilbury's renewed commitment to Covent Garden, where it opened its first-ever store in 2015, bolsters its appeal as the go-to destination for beauty and wellness brands.

Relocating from its existing neighbourhood boutique to a larger, more prominent anchor unit on the corner of the Royal Opera House and James Street, the new Charlotte Tilbury Covent Garden flagship is set to open early next year. Triple the size of its original James Street store footprint, the new UK flagship store will bring a 4,300 sq ft playground to beauty and skincare lovers and will be the brand's biggest Beauty Wonderland globally. The store will offer shoppers an increased range of award-winning skincare, makeup and fragrance, as well as the opportunity to receive expert advice from Charlotte Tilbury's pro make-up artists.

The new Beauty Wonderland will also reveal Charlotte's world-first Skin Spa, which will debut a premium service menu consisting of four benefit-led, results-driven facial treatments, exclusive to Covent Garden. In store Beauty Experts will be on hand to help shoppers identify their perfect skincare routine, and the store will also feature the brand's first Pillow Talk Bar, an immersive play table dedicated to the globally-loved franchise. Charlotte's Pillow Talk Parlour and Charlotte's Beauty Boudoir will offer hosting spaces for group masterclasses, influencer and press events, as well as personal celebratory events.

Charlotte Tilbury's new flagship store strengthens the destination's reputation as a premier hub for leading beauty and wellness brands. The new store complements an already diverse selection of renowned brands, including **Aēsop, Chanel, Creed, Diptyque, Elemis, Glossier, Guerlain, Jo Malone London, MAC, Miller Harris, NARS, Penhaligon's, Space NK, and TOM FORD.**

Michelle McGrath, Executive Director of Shaftesbury Capital, commented: "Charlotte Tilbury has been a cornerstone of Covent Garden's beauty offer since it opened in 2015, so we are delighted to announce that it will be strengthening its presence further with this latest upsized and relocation. The continual investment demonstrated from the beauty powerhouse is evidence of the strong collaborative approach between Shaftesbury Capital and our partners, and cements Covent Garden's position as a leader in the UK beauty and wellness landscape."

Charlotte Tilbury, Founder, added: "Darlings, you are all invited to experience my immersive world-first beauty wonderland in Covent Garden! This really is the beauty store of the future – it has education, futuristic tech, instagrammable moments, themed worlds and bookable areas! Everyone will walk out of this beauty universe feeling like the most beautiful and confident version of themselves!"

-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).

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 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 over 200 restaurants, bars and cafes.

www.coventgarden.london

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About Charlotte Tilbury

Launched in September 2013 by iconic beauty entrepreneur Charlotte Tilbury MBE, Charlotte Tilbury Beauty was born out of Charlotte's long-held desire to empower everyone to feel like the most beautiful version of themselves, helping people around the world gain the confidence to achieve their biggest and boldest dreams.

Charlotte has bottled the beauty secrets discovered over 30 years of working on fashion editorials & campaigns, catwalk shows and red carpets around the world into her innovative, boundary-breaking products.

The Charlotte Tilbury Beauty universe of skincare, makeup, and fragrance is for everyone, everywhere - suitable for all skin tones, shades and types, is backed by research and loved by A-list celebrities and beauty fans alike. Created to beautify and improve the look and feel of everyone everywhere, each product is formulated in world-leading laboratories using ingredients of the highest quality and presented in a distinctive range of sophisticated, glamorous and luxurious packaging.



Charlotte Tilbury Beauty continues to break records across regions, channels, and categories. The company now employs over 2,500 people globally and sells over 500 products across colour, complexion, skincare and fragrance. Charlotte Tilbury has a physical presence in over 50 global markets, as well as via charlottetilbury.com and the Charlotte Tilbury Beauty App (available on iOS and Android) and has over 3,000 points of distribution worldwide including department stores and travel retail.