

COVENT GARDEN AND UK CHARITY SMART WORKS LAUNCH THE ULTIMATE SUMMER SHOPPING POP UP

Covent Garden is partnering with the charity to support their mission of empowering women across the UK who need help securing employment and changing the trajectory of their lives.

This August, Covent Garden will partner for the second time with UK charity Smart Works to bring every fashion and beauty lover's dream boutique to 62 Neal Street, stocking the ultimate holiday essentials with discounts of up to 70% RRP. Open to visitors from 3rd-23rd August, the **Smart Works Holiday Shop in Covent Garden** will stock a huge variety of the most exciting fashion, accessory and beauty brands with 100% of proceeds going directly to the charity. Smart Works exists to give unemployed women the confidence they need to reach their full potential ahead of an interview, secure employment and achieve financial independence.

Open daily from 11am-7pm Monday-Friday and 11am-6pm Saturday and Sunday, the roster of brands being sold within the Covent Garden **Smart Works Holiday Shop** include **ALIGNÉ, Bobbi Brown, Celeste Starre, Dear Frances, Frame, GANNI, Hunza G, Jovonna London, Lily & Lionel, Linda Farrow, LK Bennett, Mr Jones Watches, O Pioneers, Olivia Burton, Ollie Quinn, OMNES, Pink City Prints, Radley London, Really Wild Clothing, Reformation, Ro&Zo, Seraphina, Seventy + Mochi, Stripe & Stare, Spanx, and Thought Clothing**. The pieces provided by each brand will be from their current and recent collections and available at up to 70% RRP.

Smart Works has eight centres across the UK where it provides personalised styling sessions as well as one-to-one interview advice. The charity uses the power of clothes and coaching to empower women to find confidence and reach their full potential ahead of interviews. 69% of women who visit Smart Works go on to get a job within a month, and in the last 10 years it has supported over 30,000 women.

Kate Stephens, CEO of Smart Works said: *"We're delighted that, for the second consecutive year, we can bring our mission to one of London's most renowned shopping and entertainment hubs: Covent Garden. At Smart Works, we dress and coach unemployed women for their job interview and 69% go on to get a job within a month. This is fashion as a force for good, and we are proud to work with much-loved brands to give an elevated shopping experience whilst raising essential funds. The need for our service has never been greater and we are thrilled to continue our important partnership with Shaftesbury Capital. Together we will help empower more women to job success."*

Michelle McGrath, Executive Director, Shaftesbury Capital said: *"We are incredibly proud of the difference that Covent Garden can make by bringing the retail community together, delivering a positive impact for women within the UK. We're delighted to support Smart Works once again, with their important mission of empowering unemployed women, giving them the confidence they need to reach their full potential."*

ENDS



For all media enquiries, requests for interviews or images, please contact:

Shaftesbury Capital Covent Garden

Catherine Riccomini

Tel: +44 (0)20 7395 5499 / Catherine@shaftesburycapital.com

Mission

Covent Garden Press Office: +44 (0)20 7845 7800 / Shaftesburycapital@thisismission.com

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 £4.9 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 to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value.

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