

PRESS RELEASE



COVENT GARDEN ANNOUNCES A HOST OF ACTIVITY AS PART OF ITS SEPTEMBER PROGRAMME; ROOTED IN FASHION, ARTS & CULTURE AND CINEMATIC MAGIC

11th September 2024

- *Covent Garden unveils September programme of activity across the neighbourhood, including an exclusive pop-up from **1664 BLANC** and **NEWGEN Designer Tolu Coker** and a host of in-store experiences as part of **London Fashion Week** and its City-Wide Celebrations*
- *Final chance to see “**Little Cloud World**”, Covent Garden’s first and largest public art installation since 2021 by Los Angeles-based art duo, FriendsWithYou*
- ***Starbucks Open-Air Theatre** lands in the East Piazza this fall, celebrating all things ‘Pumpkin Spice’ with bookable cinema screenings and exclusive food & drink pairings*
- *Batman fans can dive deep into the world of the Caped Crusader at **Batman Unmasked** – an epic theatrical self-guided tour featuring original costumes and props from all the Batman films, starting with the 1989 classic*
- *The new season also welcomes a series of new openings throughout the Covent Garden neighbourhood, including **Vintage Threads**, **NN.07**, **Peak Performance** and **Gandys***

Known for being a hub of creativity and vibrancy, Covent Garden is taking things to a whole new level with a September programme brimming with activity. Offering a number of ways for the public to get involved with celebrating 40 years of London Fashion Week, this month is also the last chance to see the destination’s much-loved ‘**Little Cloud World**’ art installation, featuring over 40 giant clouds floating within the iconic Market Building. September sees a series of new openings throughout the neighbourhood as well as an autumnal pop-up cinema which celebrates all things ‘Pumpkin Spice’. Whether you’re looking for cutting-edge fashion, cultural installations, cinematic magic, or adrenaline-fueled sporting events, there’s something for everyone in this iconic London neighbourhood this month.

As patrons of the **British Fashion Council**, and one of the most diverse fashion destinations in the world, Covent Garden takes September Fashion Month seriously. With pop-ups, exclusive offers and in-store

experiences, there are a whole host of ways for the public to enjoy **London Fashion Week** and all it stands for this month. As the Principal Partner of London Fashion Week, **1664 BLANC** brings its *EXPLORATIONS IN BLUE* pop up to Covent Garden's East Piazza to unite fashionistas and beer lovers by creating the perfect pit stop. Designed in partnership with NewGen designer **Tolu Coker** and live to the public on 13th & 14th September, this chic pop-up provides a stylish break between fashion shows, presenting a number of shows on screen for the public to view, whilst they sip on a refreshing 1664 BLANC, and enjoy the atmosphere. Soak up the energy by the airstream bar, with plenty of outdoor seating and Instagrammable moments.

Style celebrations continue throughout the neighbourhood for London Fashion Week with various brands taking part in the '*City Wide Celebration*'. **Pandora**, the Official Jewellery Partner of LFW 2024, adds a touch of sparkle to the celebration, where customers are invited to elevate their street style with free engraving between 12th – 17th September. All customers can personalise their jewellery, with classic stamps and messages, or use the sought-after doodle function to draw something completely unique. Plus, the first 20 customers to purchase the new BE LOVE Heart Charm over these dates will be gifted a Pandora jewellery box.

City Wide Celebrations continue at the likes of **Whistles** where shoppers can enjoy 20% off their new Autumn/Winter collection between 13th – 17th September; **Russell & Bromley**, who are offering complimentary cocktails whilst exploring the new collection from 13th – 15th September, and on Monday 16th September, fashion meets culture as the sustainable Luxury label **Anciela** and entrepreneur **Erika Alvarez** host a celebration of Latin art and design at **Monmouth Kitchen**. The exclusive event will feature an exhibition of Anciela's "Echoes of Earth" collection, as well as live performance by Rosa Cecilia, a London-born artist with Chilean-Italian roots.

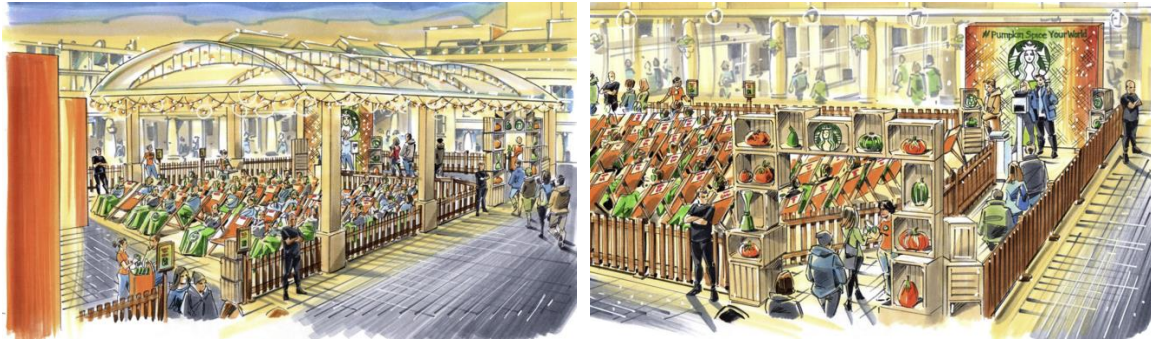
With 2024 marking 40 years of London Fashion Week, there is nowhere better than Covent Garden to celebrate, from the best in backstage beauty at **Chanel**, **Charlotte Tilbury**, **Glossier** and **Tom Ford**, to British fashion favourites such as **Mulberry**, **Odd Muse**, **Paul Smith** and **Strathberry**.

Hot off the heels of London Fashion Week, Covent Garden's fashion-forward crowd is in for a treat as luxury British womenswear brand **Odd Muse** brings their pre-fall kiosk to the Piazza. To celebrate the launch of their new collection, their magazine kiosk will be offering exclusive magazines and exciting freebies to visitors throughout the day on 27th September. This stylish moment promises to be a hotspot for fashion enthusiasts eager to catch a glimpse of what's trending this autumn.

Continuing the experiential theme, **Barbour**, celebrates 30 years of its iconic Liddesdale Jacket with the release of a limited-edition 30th-anniversary collection for Autumn/Winter 24 and a unique pop-up exhibition in Covent Garden. First introduced by Dame Margaret Barbour in 1994, the diamond-quilted jacket has become a staple in both countryside and city style. The launch will be marked by a pop-up exhibition on the Covent Garden Piazza open to the public from October 2nd – highlighting the jacket's history and featuring 13 bespoke Re-Loved designs by notable collaborators. In line with Barbour's sustainability efforts, the brand will also introduce its Quilt for Life service to extend garment longevity.

For those looking to take a bit of time out whilst they shop, **Cache Cache**, the decadent speakeasy lounge hidden away under the Covent Garden Market Building, has joined forces with **Yeni Raki**, the famed Turkish alcoholic spirit, to create an exclusive end of summer pop up bar, live now until 17th September. Known for its secretive allure and lavish atmosphere, Cache Cache has blended its signature style with Yeni Raki's rich cultural heritage, offering a unique, laid-back setting for guests to enjoy hand-crafted cocktails including the "Mediterranean Paloma" and the "Aegean Mojito".

This autumn welcomes a number of exciting entertainment and culture focused moments for the whole family to enjoy. From 19th – 21st September, **Starbucks** is celebrating all things Autumn with the Pumpkin Spice Cinema – a pop-up open-air cinema experience. Situated in the East Piazza, film fanatics can secure tickets for free to enjoy iconic classics with viewings at 12pm, 3pm and 6.30pm across the three days. Viewers can get cosy on comfy deckchairs with autumnal-orange blankets whilst watching blockbuster films. With pumpkin-spice popcorn on offer, and goodie bags for Starbucks® Rewards members, guests can also enjoy complementary Starbucks beverages including the NEW Pumpkin Cream Iced Chai Tea Latte.



Adding to the Autumn line up, for sport-lovers, **Peak Performance** is set to transform Covent Garden into a winter sports haven for one day only on 27th September to celebrate the launch of their new Long Acre flagship store. Paying tribute to the famous 1995 Big Air event, Peak Performance are bringing skiing to the city with a 'Ski Rail Jam' where world-renowned athletes like Alex Hackel and Henrik Windstedt are amongst the lineup to perform jaw-dropping stunts on the Piazza, and an end-of-day showdown to claim the coveted Rail Jam Crown. Plus, the public can "Give It A Go With A Pro" and try out skiing themselves with free lessons with the UK Jibworx team. Hosted by action sports commentary legend Tim Warwood, fresh from his stint on the mic for the BBC at the Paris Olympics, this promises to be a spectacular event for thrill-seekers.

September also offers the last chance to view "**Little Cloud World**" by **FriendsWithYou**; Covent Garden's largest art installation since 2021. Visitors are welcome to step into a dreamy world of wonder as 40 giant floating clouds fill the South Hall of Covent Garden's historic Market Building. These whimsical, oversized clouds have already put a smile on the face of hundreds of thousands of people who have seen them so far. An unmissable opportunity to follow a 'happy trail' around the historic estate, designed to spread joy, kindness, and connection, to all those who visit.

The unmissable action continues as visitors are invited to dive deep into the world of the Caped Crusader at **Batman Unmasked** – an epic theatrical self-guided tour featuring original costumes and props from all the Batman films, starting with the 1989 classic. Explore interactive photo ops, comic and gaming zones, and exclusive merchandise at this must-see experience at 45 Wellington Street. Perfect for all ages, this exhibition will immerse visitors in the Gotham universe like never before. The exhibition is live now until the end of the year.

Never short of new openings, the new season also welcomes a melting pot of new arrivals to the world class Covent Garden brand line up. **Vintage Threads**, are now open at 5-7 Shorts Gardens, offering handpicked, one-of-a-kind vintage and reworked clothing from around the world, and **NN.07**, has recently opened at 7 Earlham Street, bringing its Copenhagen-based "No Nationality" ethos to redefine modern-casual wardrobes. **Peak Performance** will debut its new store at 49 Long Acre on 27th September, offering top-tier Scandinavian mountain gear celebrated by their Piazza 'Ski Rail Jam'; whilst **Gandys**, a travel-inspired brand with a charitable mission, opens its only standalone store on 66 Neal Street at the end of October.

-Ends-
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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