

PRESS RELEASE

COVENT GARDEN INTRODUCES MORE CHRISTMAS MAGIC THIS DECEMBER WITH
FUN FESTIVE ACTIVITIES UNTIL THE NEW YEAR30th November 2023

- *Covent Garden, London's most festive destination, has unveiled a line-up of activities throughout December bringing even more Christmas cheer to the capital this Holiday season*
- *The neighbourhood has welcomed back its famous **snowfall** delivering daily festive flurries to visitors in December, from midday to 9pm*
- *This year, Covent Garden has proudly partnered with **Save The Children** to create a one-of-a-kind pop-up for Christmas Jumper Day, with fundraising moments taking place throughout the season*
- *The neighbourhood has also launched **Festive Thursdays**, a programme of magical events and exclusive offers taking place every Thursday in the run-up to Christmas. This will include live performances from the **London International Gospel Choir***
- *Covent Garden will once again celebrate its **Christmas Sandwich Festival**, from 7th – 17th December, including offers from **Ole & Steen, WatchHouse, Seven Dials Market, Apple Butter Café**, newly opened **Breakfast Club** and more*
- *Foodies and partygoers will be spoilt for choice with exclusive Christmas and New Year's Eve menus and events across the estate, including **Balthazar, Frenchie, Mrs Riot, Stereo, Story Cellar**, and more*
- *Festive haven **Miracle at Henrietta** has returned, as brand new food and drink experience **The Gingerbread Hut** pops up on the Piazza*
- *Visitors seeking the perfect gift can shop holiday collections at new openings including **Missoma, Creed, Odd Muse, Girard Perregaux, Tissot, Messika, LAKRIDS BY BÜLOW** and **Laderach***
- *Just in time for Christmas, **Atelier100's** pop-up Winter Shop has opened stocking their latest London based collaborator drop*
- *Families can also experience beautiful performances at **The Royal Opera House** and a variety of festive fun activities at **The London Transport Museum**, plus more*

Covent Garden, London's most festive destination, will dial up the Christmas magic this December with a programme of exciting events, exclusive pop-ups, unbeatable shopping and dining experiences all running until the new year. From 1st December Covent Garden will mark the return of its much-loved daily **snowfall**, with hourly flurries taking place in front of the iconic 60ft Christmas tree from midday – 9pm. The estate will provide the perfect festive backdrop this December with the new decorative scheme continuing to dazzle across the Market Building and the festive lights sparkling daily from 11am – 11pm until 7th January 2024. Visitors can also enjoy a range of free family-friendly activities and performances as well as the return of the **Wonder Wood** and the must-visit **Santa Sleigh**.

For Christmas 2023, the neighbourhood will unveil a pop-up shop in partnership with charity **Save The Children** in celebration of **Christmas Jumper Day**. *'The Story Knit Store'* will be live from 1st - 7th December at 5-7 Short's Gardens, and will stock pre-loved jumpers donated by vintage retailer Beyond Retro, aiming to tackle the *'fast fashion'* throwaway approach to festive jumpers. The jumpers will be priced at £30 each, with **100%** of proceeds going to Save the Children's work in the UK and across the globe. Donations will also be

available to make via the scannable tree decorations in the **Wonder Wood** on James Street along with further information and volunteers throughout the Piazza and surrounding streets up to Seven Dials.

For visitors seeking the ultimate Christmas experience, Covent Garden has introduced '**Festive Thursdays**', a line-up of unforgettable events, offers and surprise and delight moments taking place every Thursday until Christmas. The weekly moments will include performances from **The London International Gospel Choir** in the Wonder Wood and at Neal's Yard, as well as bespoke food and drink offers at **Lima Cantina, Din Tai Fung, Frenchie, VyTA, Ladurée, STEREO, Compagnie de Vins Surnaturels, Neuhaus and Da Henrietta**. Guests can also enjoy special late-night shopping at **Whittard, Mr Jones Watches, Astley Clarke, Sacred Gold, Benjamin Pollock's Toyshop** and **Experimental Perfume Club**, as well as exclusive deals and shopping events at **Jo Malone London, Aesop, Molton Brown, Ace & Tate, Olivia Burton** and **Strathberry**. Covent Garden has announced a variety of festive activities perfect for the entire family this December. From 8th December – 3rd January. **The Gingerbread Hut** will pop up on the East Piazza where visitors can relax in life-sized gingerbread huts whilst enjoying a variety of alcoholic and non-alcoholic festive tipples, including a Gingerbread Heaven cocktail, Bailey's hot chocolate and mulled wine. Sweet festive treats such as warm brownies, churros and mince pies as well as gingerbread cookies and candy canes will be available too.

From now - 4th January the **London Transport Museum** will allow children to enter for free, giving families the opportunity to take a festive selfie with Santa and his elf. Visitors can also cosy up for Christmas stories in the den, get creative with holiday crafts and enjoy an immersive story trail. Furthermore, the **Royal Opera House** has announced a programme of magical experiences throughout December, including the launch of the Christmas Shop, new '*Christmas Cracker Family Sunday*', '*The Making of The Nutcracker Tour*' and stunning performances of The Royal Ballet's '*The Nutcracker*'.

This Christmas, Covent Garden is brighter than ever before with over 140,000 LED lights illuminating the Piazza, Seven Dials and surrounding streets, with over 30,000 LED lights adorning the iconic British-grown, handpicked 60ft Christmas tree. The new decorative scheme features over 40 giant gold bells with red and gold glittering bows adorning the inside of the iconic Market Building, alongside the much-loved spinning mirror balls and giant red baubles. A team of 70 people have spent the last 18 months creating these unique pieces in a London based studio, with the bells weighing almost five tonnes, sparkling with 275 kilos of glitter, and glistening with an amount of gold leaf that's equivalent to a distance of 29 miles if laid out side by side.

In celebration of the most wonderful time of the year, Covent Garden will once more celebrate the annual **Christmas Sandwich Festival**, from 7th – 17th December. Visitors will be able to choose unique takes on the Christmas favourite - from festive focaccia turkey toasties at **Ole & Steen** to smoked bacon and stuffing sandwiches with gravy mayonnaise at **WatchHouse**. **Apple Butter Café** will be offering a traditional roast chicken Christmas sandwich, whilst **Stakehaus** at **Seven Dials Market** will be serving their Christmas sub special of roast beef with mulled wine cranberry sauce. A festive pulled pork sandwich is on offer at **Hot Rocket's** Cuban street food bar at **Seven Dials Market**, and the recently opened **Breakfast Club** will be adding 'The Christmas Camemburger' to their menu, consisting of a deep-fried camembert, parsnip & sprout crisps and cranberry mayo served in toasted focaccia. For something sweet, a warm 'Churros & Belgium Chocolate' sandwich will be available at **The Gingerbread Hut** pop-up on the East Piazza.

Visitors to Covent Garden will be spoilt for choice when celebrating the Holidays and New Year, with extra special festive menus available from restaurants across the estate including **Balthazar, Brasserie Max** at **The Covent Garden Hotel**, **Cinnamon Bazaar**, **Cora Pearl**, **Din Tai Fung**, **Frog by Adam Handling**, **Sticks'n'Sushi**, **Story Cellar**, **SUSHISAMBA**, **The Barbary**, **The Ivy Market Grill** and more. Plus the return of festive haven **Miracle at Henrietta**, exclusive festive afternoon teas at **Mariage Freres**, **The Petersham**, **Laduree** and **VyTA**, as well as sweet treats at **Santa Nata**, **Blondies Kitchen**, **Ben's Cookies** and **Floozie Cookies**.

Guests can also enjoy weatherproof seating options at over 75 al-fresco dining terraces including **Ave Mario, Flat Iron, The Oystermen, La Goccia** and **SUSHISAMBA**. Diners looking to ring in the New Year in style can indulge in exclusive menus from **Ave Mario, Balthazar, Cora Pearl, Frenchie, Pivot at 3 Henrietta, The Ivy Market Grill** and **VyTA**, as well as attend themed events at **GAUCHO, STEREO** and **Mrs Riot**.

For shoppers looking for a truly unique gift for a loved one, **Atelier100** has launched an exclusive pop-up at 56 Neal Street, which supports emerging, London-based creatives. Open until 7th January 2024, **Atelier 100's Drop02** has been created in collaboration with 22 London-based independent creatives and brands and will sell exclusive giftable items from the new collection, spanning fashion, beauty and home.

Visitors looking for the perfect Christmas gifts can shop the latest collections from new brands to the neighbourhood including **Creed, Girard Perregaux, Intimissimi, Laderach, LAKRIDS BY BÜLOW, Messika, Missoma, Odd Muse**, and **Tissot**. Shoppers can also stop for beauty & fragrance gifts at **Benefit, Chanel, Charlotte Tilbury, Diptyque, Glossier, Jo Malone London, Kiehl's, Le Labo, Miller Harris, NARS, Parfums de Marly, Penhaligon's**, and **Tom Ford**. Stunning gift accessories are available at **Astley Clarke, Astrid & Miyu, Dinny Hall, Mejuri, Olivia Burton, PDPaola, Strathberry** and, as well as luxury jewellery and accessories from **Bucherer, Hublot, Mulberry, Paul Smith, Tag Heuer, Tiffany & Co.** and **Tudor** with personalisation services in select locations. The very best fashion and lifestyle brands are also available throughout the estate including **Apple, American Vintage, A.P.C, ba&sh, GANNI, HOKA, Kick Game, Polo Ralph Lauren, Reformation, Sandro**, and many more to choose from.

For further information on new openings, experiences, shopping and dining visit [Coventgarden.london](https://www.coventgarden.london)

-Ends-

@CoventGardenLDN

#CoventGarden

[Coventgarden.london](https://www.coventgarden.london)

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

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