

**COVENT GARDEN'S JAMES STREET GOES FROM STRENGTH TO STRENGTH WITH SAUCONY
COMMITTING TO FLAGSHIP STORE WHILE SWATCH RELOCATE**13th March 2025

For immediate release

Shaftesbury Capital has announced two new signings on James Street with a UK flagship store for leading lifestyle and performance footwear brand **Saucony**, and Swiss watchmaker, **Swatch**. The duo of signings plays a crucial role in further strengthening James Street, one of Covent Garden's leading retail hubs and a key gateway to the neighbourhood.

Saucony, the leading global lifestyle performance-running brand that fuses innovation, style and culture, has signed at 4 James Street for its flagship UK store, spanning 3,695 sq ft over two floors. The store will serve as the hub for the brand's lifestyle and run collections, offering more than just retail. Designed as a functional space, it will feature dedicated areas for events, product launches and collaborations. The store will also introduce an interactive running machine experience, along with its range of run, lifestyle footwear and apparel for men and women. Saucony adds to James Street's line-up of global flagship locations and reinforces Covent Garden as the go-to destination for innovative brands seeking growth

Swatch, the globally renowned watchmaker, will be relocating from its current space on James Street to a larger unit at 11 James Street. The 1,400 sq ft store is set to open in May and will offer over 500 different watches. The recommitment of Swatch to James Street cements its position as a neighbourhood hotspot for world-class brands.

The signings complement James Street's recently opened stores from **Charlotte Tilbury** and **Longines**. Saucony will complement and further diversify Covent Garden's premium performance-wear offer, joining the likes of **Arc'teryx**, **Peak Performance**, **HOKA** and **Alo Yoga**, whilst Swatch will add to the neighbourhood's roster of leading watch brands, including **Hublot**, **OMEGA** and **Tissot**.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, commented: "James Street really captures the heart of Covent Garden, serving as the key gateway to Covent Garden's world-famous Piazza and Market Building. The signings of Swatch and Saucony reflect James Street's status as a UK leading retail hub, home to global flagships. These iconic brands bring the perfect blend of heritage, innovation, and style - exactly what makes this street so special."

Cameron Black, Vice President/General Manager at Saucony EMEA said: "We're thrilled to be opening our flagship Saucony pioneer store in the heart of Covent Garden. This immersive, two-floor space will be more than just a retail destination. It will be a dynamic hub for runners and sneaker lovers alike. Designed for community and connection. Expect interactive experiences, exclusive drops and unmissable events. This is where running and culture come to life."

The duo of James Street signings joins the recently opened **Dolce&Gabbana Beauty**, a world-first combined beauty and accessories boutique situated in the historic Market Building.



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For further information, please contact Aver PR at: coventgarden@averpr.com

Notes to Editors

About Shaftesbury Capital:

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 £5.0 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 200 restaurants, bars and cafes.

www.coventgarden.london

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About Saucony:

Saucony, the 'Original Running Brand' and a division of Wolverine World Wide, Inc. (NYSE: WWW), is a leading global performance running brand that fuses innovation, style and culture. Widely recognized for award-winning technologies including PWRRUN™ PB, PWRRUN+™, and SPEEDROLL™, Saucony creates innovative technical and lifestyle footwear and apparel across Road, Trail and Originals. Founded in 1898, Saucony exists to inspire and enable people to live a better life through running culture, self-expression and their impact on the world. For more information, visit www.saucony.com.