

**COVENT GARDEN'S SEVEN DIALS TO WELCOME TRIO OF BRITISH MENSWEAR BRANDS & VIVO
BAREFOOT'S UPSIZED FLAGSHIP**22nd July 2024

For immediate release

Shaftesbury Capital continues its success in Covent Garden with four new brand announcements. Demonstrating a strong and continuing interest in the global destination, Covent Garden's Seven Dials neighbourhood is welcoming a quartet of store openings, including a series of independent British menswear brands such as the first standalone UK store from **NN.07**, the West End debut for **Form&Thread** and the opening of **Wax London's** third boutique, all of which are opening alongside a significantly upsized flagship for footwear brand, **Vivobarefoot**.

Introducing its first standalone UK store, sustainable menswear brand, **NN.07** will be opening at Seven Dials' Earlham Street this August. The debut opening will showcase the brand's refined collection of menswear essentials, all responsibly made to last and crafted in high quality materials. Currently only found at luxury stockists across the UK, the debut Covent Garden opening marks a milestone moment for NN.07 and its UK expansion.

Joining the growing menswear lineup in the Seven Dials' neighbourhood is British premium menswear brand **Form&Thread**, which has recently opened on 68 Neal Street. The new Covent Garden store marks Form&Thread's second permanent location in London and first in the West End, offering ethically produced, easily wearable clothes. Using the finest materials and collaborating with like-minded partners who reflect their own sensibilities, Form&Thread Covent Garden stocks mindfully sourced, modern essentials for men.

Form&Thread's new store is joined by independent premium menswear brand **Wax London**, with the opening of their new store at 45 Neal Street. Marking its largest-ever space and third standalone boutique, the Covent Garden store stocks its largest collection of the British brand's clothing and footwear range, as well as accessories. With an aim to minimise its footprint as much as possible, Wax London champions slow fashion and creates clothing that inspires confidence and self-expression, blending British heritage, Mediterranean sensibility, and Indian craftsmanship.



Re-committing to Neal Street, sustainable footwear and natural health brand, **Vivobarefoot**, is upsizing its Covent Garden flagship store, increasing its footprint by 50%. Located at 57 – 59 Neal Street, the new flagship space will also be home to Vivobarefoot's office headquarters, further cementing Covent Garden's position as the destination of choice for world-renowned retailers and hub for their central operations. Set to open in Autumn, the store will stock a range of barefoot trainers, including vegan, winterproof, and 'swimrun', and will elevate its in-store experience further by offering one-to-one tuition sessions with a running coach and barefoot technique training. The new store will draw inspiration from the natural environment, featuring wood panelling, classic Vivo hexagon surfaces, and a 75 sq ft purified living plant wall.

Michelle McGrath, Executive Director, Shaftesbury Capital, commented: "To have such a strong calibre of independent, innovative and sustainable brands join Covent Garden's Seven Dials is credit to the authentic and dynamic neighbourhood we have nurtured. Whilst Covent Garden is synonymous with debut openings, flagship stores and innovative concepts, evidenced by the introduction of NN.07, Form&Thread and Wax London, it also consists of a close community of partners which Shaftesbury Capital works in collaboration with, so it is rewarding to see existing brands continue to commit to the destination, like Vivobarefoot in their latest neighbourhood expansion and head office relocation."

The quartet of retail announcements follows the recent opening of Italian luxury stationery brand, **Moleskine**, on Seven Dials' Neal Street. Having recently relocated from King Street, the store offers the brand's renowned range of premium products, such as Moleskine's iconic notebooks, diaries and writing tools.

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For further information, please contact Claire Cowan or Lara Inglis-Jones at Aver PR: coventgarden@averpr.com

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 2.9 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. 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 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.

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