

PRESS RELEASE

**COVENT GARDEN UNVEILS “THE THEATRE OF CHRISTMAS”
LONDON’S ULTIMATE STAGE FOR SHOPPING, DINING & FESTIVE DISCOVERY**



30th October 2025

- **Covent Garden**, recognised across the globe as one of the most festively famous destinations, reveals its **seven-week** Christmas programme, a true celebration of shopping, dining and discovery
- For 2025, visitors are invited to experience **The Theatre of Christmas in the heart of the West End**, stepping behind the curtain and entering an **immersive world of Christmas theatre magic**.
- **Kicking off on 12th November**, Covent Garden’s festive programme will launch when the Christmas lights, world-class decorations and iconic Christmas tree are illuminated
- Expect **exclusive experiences, family fun, shopping events, unbeatable dining and entertainment offers**, as well as weekly **live performances**, all in aid of UK charity **Acting for Others**
- The neighbourhood will see the return of its world-famous Christmas decorations and lights, consisting of **40 gigantic bells with bows, 12 giant baubles and 8 spinning mirror balls** in the iconic Market Building, with a further **150,000 LED lights** sweeping throughout the streets of Seven Dials
- The iconic **55ft Norwegian Spruce Christmas Tree** makes a welcome return to centre stage on the West Piazza, adorned with over 30,000 LED lights and 200 baubles
- **Covent Garden** remains the ultimate Christmas shopping destination, home to global flagships, one-of-a-kind boutiques and markets, the best of Beauty and endless luxury, complete with bespoke personalisation and styling services for the festive season ahead
- New to the neighbourhood for Christmas 2025 is **Harry’s Covent Garden**, serving authentic Italian dishes with a side of timeless glamour, whilst French perfumery **MATIERE PREMIERE** joins the unrivalled Christmas shopping hit list including **Axel Arigato, Chanel, Creed, Dolce & Gabbana, Jo Malone London, Le Labo, Mulberry, Paul Smith, Polo Ralph Lauren, Reformation and Tom Ford**
- Festive pop-ups, exclusive to Covent Garden include the **Ladurée, Miracle at Henrietta Experimental and Piper-Heidsieck**
- This year, visitors are invited to **‘The Box Office Bar’** to enjoy seasonal serves including a Hot Honey Picante, Gingerbread Mule, mulled wine and more
- Across the neighbourhood, visitors can indulge in divine drinks, seasonal feasts, pre-theatre dining and post-show sips from destination hotspots like **Ave Mario, Balthazar, Clos Maggiore, HENRI, Story Cellar, SUSHISAMBA and The Ivy Market Grill**
- The destination’s famous **Festive Thursdays** return. Every Thursday, expect surprise live performances, exclusive events, unbeatable offers and **golden theatre ticket giveaways**. With weekly live performances from the casts of leading West End shows, musical theatre choirs and offers from the likes of **Glossier, Guerlain, Diptyque, Nappa Dori, Moleskine, Strathberry** and more.

- Embark on a magical day out visiting **The London Transport Museum**, enjoy beautiful performances and backstage tours at **The Royal Ballet and Opera**, experience interactive gaming at **SPYSCAPE** or catch one of the many neighbouring **West End shows**.
- **Saturday 22nd November** will welcome a special shopping and dining day offering exclusive discounts for the day, as well as live performance and exclusive pop ups. More details to be announced soon

This Christmas, Covent Garden transforms once again into one of the world's most iconic festive destinations providing a stage for unforgettable experiences, joyful celebration and world-class shopping and dining. Launching on **Wednesday 12th November**, visitors are invited to step into *The Theatre of Christmas*, celebrating the destination's roots in the rich traditions of theatre and performance.

The seven-week festive programme spans live performances, magical events, exclusive pop-ups, world-famous decorations and unforgettable shopping moments, alongside drinking and dining experiences, for an unmatched Christmas line-up, reimagined for today's audience. Throughout the Piazza, Market Building, Seven Dials, and surrounding streets, there's festivities for all, making Covent Garden the place to experience The Theatre of Christmas this season.

Covent Garden's world-famous decorations and lights

From **12th November**, Covent Garden's famous Christmas lights and iconic decorations return. The historic Market Building welcomes back its 40 gigantic gold bells with glittering red bows, 12 giant red baubles and 8 spinning mirror balls, with over 29 miles of gold leaf and 275 kilos of glitter suspended in the air. The iconic 55ft Norwegian Spruce Christmas Tree will also take centre stage on Covent Garden's Piazza, adorned with over 30,000 LED lights and 200 baubles. A further 300,000 LED lights will be illuminated across the surrounding streets, with a golden canopy of lights sweeping through Seven Dials and the much-loved Neal's Yard.

Acting For Others

The heart of London's theatreland, Covent Garden has long been a stage where creativity and community come together. This Christmas, the destination is proud to highlight its ongoing community charity partnership with **Acting for Others**, honouring the area's deep-rooted connection to the performing arts, encouraging visitors to spend time making memories through experiences and to give back to those who make storytelling possible all year round.

Founded in the 1960's by Laurence Olivier, Noël Coward and Richard Attenborough, the charity Acting for Others, of which Dame Judi Dench is President, operates a network of 14 member charities that provide financial and emotional support to those in times of need who have contributed to the workings of the theatre and the entertainment professions, whether they are backstage, on stage, front of house, or creatives. This partnership pays tribute to the performers, creators, and craftspeople who bring the magic of theatre, and the festive season, to life. Donation collections will be made on the Covent Garden Christmas lights switch-on night and across the neighbourhood every Thursday.

Experience The Stage Together

With more than 20 theatres and home to The Royal Ballet & Opera, Covent Garden has the stage set for Christmas with an array of productions that ensure making memories together is the headline act. Whether it's a timeless Christmas tale, such as "The Nutcracker" at The Royal Ballet and Opera (22nd November - 5th January), "A Christmas Carol" at The Old Vic theatre (12th November to 10th January), returning to a childhood favourite such as "Matilda" at Cambridge Theatre in Seven Dials, "The Lion King" now in its 26th year at the Lyceum, or even something completely new, such as "The Maids" at the legendary Donmar Warehouse (ends 29th November), there is a plethora of entertainment and shows for all to enjoy.

Stepping into **The Royal Opera House** will also grant design lovers with more decorative treats as the esteemed institution unveils its Christmas Tree, personally designed **by Sir Paul Smith**, inspired by the magic of performance and the behind-the-scenes artistry that brings productions to life. Located in the historic Paul Hamlyn Hall, the Royal Opera House Christmas Tree is free to visit from Friday 7th November, representing this first-of-its-kind collaboration between two icons of British design and the arts.

The Destination for Festive Shopping, Gifting + Winter Fashion

Covent Garden's theatrical cobbled streets and historic Market Building are the backdrop to more than 200 world-class global and independent brands. With an unrivalled array of fashion, lifestyle, beauty, jewellery and watches, visitors can find one-of-a-kind gifts, personalisation and styling services for the festive season ahead.

Visitors can discover the joy of thoughtful gifting made personal. From personalised leather goods at **Aspinal, Mulberry, Nappa Dori** and **Strathberry** and custom fragrance creation at **Experimental Perfume Club**, to bespoke jewellery from **Astrid & Miyu, Mejuri** and **Missoma**. Tailored skincare treatments can be gifted from **Elemis** in their innovative UK flagship store, adding to Covent Garden's impressive line-up of stand-alone beauty boutiques and flagship-firsts from **Chanel, Charlotte Tilbury, CREED, Dolce & Gabbana, Glossier, GUERLAIN, NARS** and **Tom Ford**.

Stock up on stocking fillers from renowned beauty favourites **Aesop, Benefit, DECIEM, Jo Malone London, Kiehl's, MAC** and **Neal's Yard Remedies** and gift signature scents from **Byredo, Diptyque, Le Labo, Miller Harris, Parfums de Marly, Penhaligon's** and more, including **Matiere Premiere**, the French niche perfumery house set to open their UK debut boutique on King Street in December.

For party-season dressing or fashion focused gifts, Covent Garden's shopping streets boast a high number of must-visit brands and unique flagship stores. Explore the latest collections from **A.P.C, Axel Arigato, Ba&sh, GANNI, Odd Muse, Polo Ralph Lauren, Reformation** and **Sandro**, with luxury and made-to-order tailoring available at **Batch LDN, Hackett** and **Paul Smith**.

Discover seasonal must-haves, exclusive products and services at European and UK first, Covent Garden flagship stores including **Apple, Arc'teryx, HOKA, Kapten & Sons, Nespresso, Peloton** and **Saucony**, as well as performance apparel and outerwear for the winter season at **Alo Yoga, Barbour, Finisterre, Peak Performance, Rains, Thule** and more.

Luxury watch seekers can explore **Bucherer, Gerrard Perregaux, Hublot, Longines, Omega, Tag Heuer, Tissot**, and **Tudor**, and discover new fine jewellery at **Messika** and **Tiffany & Co.**. With exclusive watch boutiques and luxury houses side by side with cult brands, Covent Garden remains one of Europe's most dynamic luxury shopping neighbourhoods.

Add another layer of discovery with a visit to Covent Garden's historic **Apple Market**, with hand-crafted British design, art and crafts, ideal for gifting and keepsakes, while **Choosing Keeping** offers timeless stationery, and beautiful in-house gift-wrapping services that capture the spirit London's creative heritage.

Exclusive Pop-Ups and More

Continuing the theme of theatre and experience, visitors to Covent Garden this festive season can also expect an exciting array of exclusive and immersive pop-ups taking place throughout the neighbourhood.

World-renowned Champagne House, **Piper-Heidsieck** invite guests to celebrate the season with baubles and bubbles at their festive **Winter Garden Terrace** in partnership with **Courtyard Wine Cellars**. From 4th – 30th November, the enchanting Winter Garden pop up will be a sparkling sanctuary that serves Piper-Heidsieck's signature champagnes, from the iconic Cuvée Brut to the elegant Essential Blanc de Blancs Extra Brut, alongside seasonal speciality mulled wine.

Adding to the Piazza pop ups from 12th – 23rd November is '**The Box Office Bar**'. Set to delight visitors with a winter-inspired drinks menu of mulled wine, Gingerbread Mules, Baileys Hot Chocolates, Hot Honey Picantes, and more.

Returning for its eighth year, **Miracle at Henrietta Experimental**, invites guests to relax in its Christmas-kitsch haven, ideal for festive cocktails with friends. Hidden away in its new upsized location of 10 Henrietta Street, guests are transported to a decoration filled chalet living room, with a menu featuring a festive take on crowd favourite cocktails including the Christmapolitan made with spiced cranberry sauce, vodka and rosemary, and the Snowball Old Fashioned served with gingerbread. Bookings now open for 10th November - 23rd December, with a small selection of tables available each evening for walk-in guests.

The Theatre of Food

Whether planning a big festive gathering or something a little more intimate, food and drink enthusiasts can indulge in a wealth of dining experiences across the neighbourhood throughout November and December.

For festive feasts, **Ave Mario, The Breakfast Club, Café Murano, Clos Maggiore, Delamina Townhouse, GAUCHO, HENRI, Lima Cantina, NOTTO, Story Cellar, Sticks'n'Sushi, The Oystermen, VyTA** and more have introduced seasonal specials, complimentary bubbles and festive set menus. Diners are invited to experience the 'festive sharing roasts' with bottomless roast potatoes at **Pivot** and to indulge in **Apple Butter Café's** festive flavour pancake stacks including Chocolate Orange, Christmas Crumble and Gingerbread. Families can book in to have a 'Naughty Elves Breakfast' at **The Ivy Market Grill**, where mischievous elves will be on hand for letter writing to the North Pole, tricks and treats photo opportunities.

There is no better place than Covent Garden for those looking for the perfect spot for a delicious Pre-Theatre meal in the heart of Theatreland; choose from the likes of **Ave Mario, Balthazar, Cinnamon Bazaar, Cora Pearl, GAUCHO, PINTXITO, RedFarm, SUSHISAMBA, The Ivy Market Grill** and more. Visitors can also enjoy post-show sips and late night serves at the likes of **Cache Cache, La Compagnie, Plume** and **Stereo**, or retreat to **Courtyard Wine Cellars**, where guests can cosy up beneath the arches of the Market Building, to enjoy a selection of over 1,000 wines from 100 wine regions.

For visitors seeking an intimate dining experience this season, private dining rooms are available at **Balthazar, The Barbary, Café Murano, The Ivy Market Grill, Story Cellar** and **SUSHISAMBA**, or choose from over 75 charming alfresco terraces with outdoor heaters.

Guests can also get cosy this Christmas at **SUSHISAMBA's** new Winter Terrace by **Belvedere**, indulging in a curated selection of Belvedere cocktails, such as the decadent Topsy Cocoa, the Golden Highball, or the playful Dirty Brew Ski, served on a mini ski, or warm up with friends at the **Ladurée** Christmas Cart, live in the Market Building's Central Avenue from 3rd November – 2nd January, dispensing delicious take away mulled wine, decadent hot chocolate along with their festive range of warm high-end viennoiserie and signature macarons.

For a Christmas like no other, diners are invited to experience new-to-the-neighbourhood **Harry's Covent Garden**, nestled on the corner of the iconic East Piazza and Russell Street. Set to open 18th November, Harry's will be the perfect destination for breakfast, brunch, Pre-Theatre dining or after-show drinks, served in their grand restaurant, elegant private dining space or Venetian-inspired outdoor terrace.

The Magic of Christmas with Surprise & Delight Experiences and offers every Thursday

Each Thursday in the lead-up to Christmas, "Festive Thursdays" return with live performances, golden theatre ticket giveaways and exclusive in-store experiences, in partnership with **Official London Theatre** and **Acting for Others**. Taking place every Thursday from 13th November until 18th December, visitors can expect surprise performances from West End casts, festive choirs, and shopping offers from favourite brands.

Live performances will take place throughout the neighbourhood from a variety of acts, including cast members from award-winning West End favourites **The Lion King** and cast members from **Just For One Day**, the smash hit musical that celebrates the 1985 Live Aid concerts and musical mashups and carol singing sets from musical theatre choirs. Performances will raise donations for Acting for Others, with the full schedule to be announced soon.

Visitors could be in with the chance of winning a £100 golden theatre ticket. The gift of theatre will be given to 6 lucky winners throughout the festive season, who can put the ticket towards something they want to see at more than 300 theatres nationwide. Participating venues where diners will be in with the chance of winning include **Ave Mario, Delamina Townhouse, Seven Dials Market, Story Cellar, SUSHISAMBA** and **Thirty7**.

Additional Festive Thursday activity includes calligraphy and personalised engraving at **Diptyque**, 10% off and complimentary hand drawn foil personalisation at **Moleskine**, personalised leather painting at **Strathberry**, Balm Dot Com charming and Beauty Bag personalisation at **Glossier** as well as late night shopping, exclusive offers, festive tipples, gift wrapping and gifts with purchase at the likes of **Dolce & Gabbana, Diddy Hall, Elemis, Miller Harris, Guerlain, Kapten & Son, Nappa Dori, Pintxito, Saint + Sofia** and **Sunspel**.

Christmas For All the Family

Across Covent Garden there is an array of family fun to enjoy. This Christmas, Santa will be setting up shop in the **London Transport Museum** from 27th November – 23rd December, which will transform the magical museum a winter wonderland, featuring festive activities and a special visit from Father Christmas himself! Little ones can climb aboard Santa's interactive sleigh, enjoy heartwarming festive stories, and embark on a digital trail to discover the museum's hidden treasures.

Perfect for a family day out, **The Royal Ballet and Opera** are running two unforgettable Nutcracker Christmas tours. The Making of the Nutcracker (ages 12+) and The Children's Nutcracker Adventure (age 5-11) both take visitors on a journey behind the scenes of the Royal Opera House to experience the magic of the classical Christmas tale. Families can also experience the neighbouring **Skate at Somerset House** as part of their visit, or take part in interactive, social gaming experience **SPYSCAPE**, where teams compete in spy-themed challenges like dodging lasers, cracking codes, and solving puzzles, designed by experts from agencies like the CIA and Special Ops.

Visitors to Covent Garden can also take the theatre of Christmas home with them, with **Benjamin Pollock's Toyshop** paper theatres. Many of the miniature Victorian paper theatres have been designed in collaboration with contemporary artists, making the perfect unique Covent Garden gift for any theatre lover.

Dine out together for the ultimate family feast in Covent Garden this Christmas. From children's menus at **Balthazar, Flat Iron, Din Tai Fung, GAUCHO, Shake Shack, Sticks'n'Sushi, SUSHISAMBA** and **The Ivy Market Grill**, to the choice of over 20 different street food stalls at **Seven Dials Market**. In the heart of London's theatreland, you can also enjoy the mouth-watering world of Willy Wonka's factory with **One Aldwych's** enchanting Charlie and the Chocolate Factory Afternoon Tea, inspired by Roald Dahl's iconic story.

For further information on the Christmas programme, new openings, experiences, shopping and dining visit coventgarden.london

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www.coventgarden.london

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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 under management, valued at £5.2 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

Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

Our values

We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and Make a difference.

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.