

PRESS RELEASE

**COVENT GARDEN UNVEILS BIG BEAUTY
A LANDMARK MOMENT IN THE UK'S BEAUTY CAPITAL THIS SEPTEMBER**



**Big
Beauty**
AT COVENT GARDEN

- **BIG BEAUTY debuts in Covent Garden** (4th – 14th September 2025) a celebration of beauty, wellness and self-expression with 10 days of immersive activations, pop-ups, offers and exclusive product previews.
- **Headline pop-ups** across the Piazza include **ELEMIS'** travelling airstream Skin Spa, **Dolce & Gabbana Beauty's** Sicilian lemonade cart, **Ancient and Brave's** collagen coffee bar, **Creed's** floral fragrance cart, and **Liberty's** Beauty Advent Calendar reveal.
- Fragrance takes centre stage in **'The Fragrance Garden'**, a planted installation of blooms inspired by leading fragrance houses including **Diptyque, GUERLAIN, Dolce & Gabbana, Jo Malone London, Miller Harris, Penhaligon's** and more.
- Flagship favourites **Charlotte Tilbury, ELEMIS, CHANEL, MAC, TOM FORD, GLOSSIER** and others host facials, masterclasses, in store events and exclusive offers.
- Discover Covent Garden's vibrant neighbourhood via a series of fitness & movement classes in the heart of the Piazza with **Peloton**, as well as run clubs, in store wellness offers and activity from **HOKA, Alo, Saucony** and **Vuori**.
- Create bespoke blends at **Experimental Perfume Club**, and discover a range of signature scent services at **Byredo, Creed, Jo Malone London, Le Labo, Parfums De Marly, Penhaligon's, Trudon** and more.
- Experience innovation-led therapies and treatments spanning skincare, haircare, nails and grooming at **Aesop, Charlotte Tilbury, ELEMIS, Horace, Neal's Yard Remedies, Trevor Sorbie, Hadley Yates** and **EverySkin** at **SpaceNK**.
- Explore the neighbourhood **beyond the beauty**, with Covent Garden's line up of celebrated cafes, bars, restaurants and al fresco terraces, whilst enjoying world-class live entertainment, or diving into its renowned fashion, accessories and luxury lifestyle boutiques.

LONDON, August 2025 - Covent Garden, the UK's leading beauty capital today unveils the programming for **BIG BEAUTY**, a celebration of beauty and wellness alongside industry leading names. Running from **4th to 14th September 2025**, this brand-new 10-day celebration of skincare, fragrance, makeup and wellbeing will see Covent Garden's iconic Piazza and surrounding streets transform into a multi-sensory playground of beauty experiences, uniting leading brands, flagship stores, cutting-edge pop ups and expert industry voices to cement the destination's status as London's beauty heart.

BIG BEAUTY's packed line-up combines **interactive in-store activations, immersive events, masterclasses, and exclusive product previews**, to bring beauty retail to life in an unprecedented moment where heritage meets innovation. Open to all, BIG BEAUTY offers visitors a rare opportunity to engage with some of the most prestigious and pioneering names in the space as they spotlight the future of beauty, all in one place, at one time. Headline brands include the likes of **Charlotte Tilbury, ELEMIS, Dolce & Gabbana, Diptyque, Glossier** and many more.

Unmissable Pop-Ups Takeover The iconic Piazza

BIG BEAUTY celebrations launch with Covent Garden's Piazza coming alive with a line-up of exclusive beauty experiences. **ELEMIS** kick things off with its travelling 'Skin Spa' Airstream, created to mark its partnership as the Official Skincare Partner to the Aston Martin Aramco Formula One™. From express 'Pit Stop' facials (£20 and redeemable against products) to bespoke skin consultations on board, visitors can immerse themselves in the world of Elemis and discover their skincare collections and more during its appearance.

The House of Creed brings a burst of floral elegance to celebrate its feminine fragrance collection with a bespoke pop-up cart. The floral installation blends bold blooms, inspired by the key notes of Carmina, Eladaria and Queen of Silk, to reflect the essence of each scent. Guests can enjoy fragrance consultations, explore **Creed's** rich heritage of craftsmanship, and visit the nearby boutique on King Street for a chance to win exclusive prizes.

Dolce & Gabbana Beauty will bring a taste of Sicily to the neighbourhood with its iconic Blue Maiolica cart serving fresh lemonade. Guests will be invited to step inside the boutique to explore the full D&G Beauty range and unlock exclusive gifts with purchase, from miniature pouches to summer-ready bags.

Meanwhile, **Ancient + Brave** will be serving a menu of wellness-focused refreshments designed to nourish from the inside out. Guests can enjoy a collagen coffee, matcha collagen blends with adaptogenic botanicals, or a functional mocktail crafted to restore and revive. Each recipe heroes a different holistic blend, with their team on hand to demonstrate how these ingredients rejuvenate and energise the body from within. Guests will also be among the first to experience the launch of Ancient + Brave's latest innovation, furthering the brand's mission to fuse ancient rituals with modern wellness.

The celebrations continue as cocktail bar **The Thirsty Farrier** pull up to the Piazza, pouring a playful menu of cocktails and spritzes, from radiant non-alcoholic serves to classic Margaritas, frozen Piña Coladas and Limoncello spritzes, ensuring there is something for every taste.

While the sun may still be shining and spritzes are being served, **Liberty's** Piazza pop-up on 11th September will spotlight their Christmas 2025 Beauty Advent Calendar, an extraordinary edit of Beauty Hall heroes including the very best names in beauty. With previous editions sold out for 10 years in a row, it is not one to be missed!

And this is just the beginning, there is more unmissable Piazza programming from iconic industry names to be unveiled soon.

Step Into the Fragrance Garden: A Celebration and Exploration of Scent

Be enveloped in the signature scents of leading beauty houses, as Covent Garden's **Fragrance Garden** celebrates the diverse ingredients and hero notes found in the destination's most-loved fragrances.

Under the arches of the iconic Market Building, step into the abundant floral display inspired by the origins and artistry that shapes the most popular scents on today's shelves. Designed and planted by Covent Garden's horticulture team, the aromatic garden will spotlight the diverse ingredients behind fan favourite fragrances. Visitors are invited to scan QR codes to discover more on the scents from renowned brands such as **Creed, Jo Malone London, Dolce & Gabbana** and **Guerlain**.

Throughout its residency, experts from perfumeries including **Miller Harris, Jo Malone London, Diptyque** and **Penhaligon's** will be situated in the Fragrance Garden, inviting customers to enjoy spritzes and samples of their best-selling collections and latest launches.

After experiencing the Fragrance Garden, visitors can enjoy one of the many fragrance discovery services that Covent Garden has to offer. Explore the ingredients you love at **Jo Malone London** on King Street, as the in-store Stylists take you on a fragrance journey to find a new signature scent with 'Scent For You,' including additional complimentary wedding scent experiences for your special day. Alternatively, **Experimental Perfume Club** on Monmouth Street invites visitors to book in for their bespoke scent curation workshops to discover your unique scent profile and blend your own fragrance in a one-on-one Luxe Blending Experience.

Scent seekers looking for something extra special can enjoy exclusive personalisation experiences at nearby boutiques, including embossed gift boxes at **Jo Malone London**, luxury personalised gift labelling at **Le Labo** on Monmouth Street, sustainable wrapping solutions at **L'Occitane** in the Market Building, as well as an engraving event at **Diptyque's** King Street store on the 12th September.

Retail Comes Alive Across Covent Garden

Covent Garden's reputation as a beauty destination is already well established, with global leaders calling the neighbourhood home and choosing the location for their flagship, world-first standalone destinations. BIG BEAUTY highlights the variety of exclusive in-store services and indulgent, multi-sensory experiences.

At **Charlotte Tilbury's** newly opened Beauty Wonderland, guests can indulge in the world's first Skin Spa, offering an assortment of trademarked facial treatments such as 'The ultimate magic facial', while the Charlotte Tilbury Beauty Boudoir hosts a series of bookable make up masterclasses and

exclusive events. **MAC** and **NARS** both offer drop-in, complimentary consultations or bookable make-up masterclasses redeemable against in-store purchases. **Glossier** invites guests to pick up its Passport Book, to collect the exclusive Covent Garden store sticker and memorabilia to document their beauty travels. Visitors can master a new signature look at the **CHANEL School of Beauty** with masterclass sessions led by in-store experts at their iconic Fragrance & Beauty Market Building Boutique.

Leverage the latest in-store skincare technology to optimise your beauty regime, from free skin-type consultations at **Aesop** and **Kiehl's** to facial treatments with **ELEMIS'** Skin Specialists all located on Monmouth Street.

Renowned aesthetic clinic, **EverySkin** has taken residence in **Space NK's** treatment rooms on Neal Street to offer an array of treatments from skin peels to microneedling, while **Neal's Yard Remedies**, known for their natural approach to health and beauty, provides a range of bookable, relaxing experiences to help enhance wellbeing, inner peace and life balance in their therapy rooms nestled in Neal's Yard.

Spanning health and wellness, **BIG BEAUTY** includes an energising programme of events and offers from pioneering brands in the fitness space. In partnership with **Elemis**, join a **Peloton** run club with its instructors, where attendees will take a 5k scenic route throughout the Covent Garden neighbourhood, whilst trying out the latest product ranges from the British skincare brand, finished off with a warm down and refreshing drinks on the Piazza.

In addition, fitness fans are invited to enjoy a series of Peloton Instructor-led mobility and strength training classes on the Piazza. *Tickets are free of charge and beneficial for all fitness levels. Available to book via the Big Beauty webpage on coventgarden.london from 1st September.*

At **HOKA's** European flagship James Street store, customers can enjoy iced HOKA coffees, free 3D foot scanning and shoe fitting sessions, 10% off purchases and merch giveaways. Discover the latest performance wear and join community runs and fitness classes with **Alo**, **Saucony** and **Vuori**.

From Facials to Finishing Touches: Special Services and Exclusive Offers for All

A wealth of beauty services ensures visitors leave Covent Garden looking and feeling their best, and during **BIG BEAUTY** the exclusive offers make it even more irresistible. **Benefit** offers expert brow shaping and waxing, alongside their signature Poreprofessional Facial, **KIKO** welcomes guests for tailor-made Makeup Sessions, while **DECIEM** helps to build personalised skincare routines through expert-led consultations, with an exclusive gift of 30ml Hyaluronic Acid for purchases over £30 from 4th-14th September.

Covering hair and grooming, **Hadley Yates** offers bespoke hair extensions, styling and colour consultations, high-end barbershop **Murdock** provides a range of services and products at their Monmouth Street store and **Eighty-8 nails** and **Townhouse** offer indulgent nail treatments and enhancements. **Aventus Grooming** enhances the line-up further with various treatments including waxing, nails, massages, all with a 30% discount across September.

Meanwhile, **TOM FORD** invites customers into its private studio for a complimentary Runway Look Appointment (usually £50 redeemable spend), with champagne and a complimentary TOM FORD Luxe gift for those who spend over £200. In addition, there will be series of exciting launches unveiled across the month, including first looks at new additions to their cosmetics collections.

Beyond the beauty, **Covent Garden's vibrant culture will be on full display throughout the campaign.** Visitors can explore the neighbourhood's celebrated cafes, bars, restaurants and al fresco terraces, whilst enjoying world-class live entertainment, or diving into its renowned fashion, accessories and luxury lifestyle boutiques.

BIG BEAUTY is more than a festival. It's a celebration of everything beauty stands for today, and where it's going tomorrow. Open to all to attend, where beauty is for everyone.

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

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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 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).

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.

