

## **DEBUT STORES AND DENIM CONNOISSEURS: SHAFTESBURY CAPITAL BRINGS A TRIO OF BRANDS TO SOHO**

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**For immediate release**

**Shaftesbury Capital** has announced that lifestyle and apparel brand **Carhartt WIP** has opened their new flagship on Soho's Brewer Street. The leading West End destination has also recently welcomed fashion retailer, **Ronning**, and craft jean maker **Blackhorse Lane Ateliers**, both on Berwick Street.

Carhartt WIP has launched its new 4,000 sq ft flagship, relocating from 72-74 Brewer Street into a larger unit at 33-35 Brewer Street. The store boasts a minimalist interior designed by creative director Salome Faeh and the Milan-based architect Andrea Caputo, and stocks an extensive range of seasonal men's and women's collections, as well as gadgets, accessories, and special collaborative projects. Joining the brand's location in Seven Dials, this latest opening speaks to the strong relationship Shaftesbury Capital builds and maintains with its customers, as well as demonstrating the appeal of the Soho neighbourhood in retaining globally recognised retailers.

Making its permanent, physical store debut, London-based menswear retailer Ronning has opened its 900 sq ft flagship location at 2 Berwick Street. Inspired by 'everyday uniform', the brand focuses on delivering the highest quality clothes that are made to last, creating cross-seasonal collections designed to be worn all year round.

Rounding off this trio of fashion additions to Soho is Blackhorse Lane Ateliers, now operating from a 1,100 sq ft store at 96 Berwick Street. With a dedication to quality, community, and eco-consciousness, Blackhorse Lane Ateliers' values align with those of Shaftesbury Capital, bringing a characteristic tenant to Soho's mix.

**William Oliver, Retail Leasing Director at Shaftesbury Capital**, said: "Soho remains the top choice for brands looking to make their mark in physical retail, which means we can deliver debuts and flagship stores not found anywhere else and build an unmatched visitor experience. These three new openings complement the exciting retail mix which underpins Soho's ongoing appeal."

This announcement of Soho's string of openings follows the news that Salomon has opened at 18 Broadwick Street, introducing its Sportstyle concept to the UK for the first time.

**-Ends-**

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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, valued at £4.8 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](http://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 Soho**

Soho is a world-famous shopping and dining destination in the heart of London's West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it's home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London's dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

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