

PRESS RELEASE

DIVE INTO THE YEAR OF THE DRAGON ACROSS LONDON'S WEST END WITH OVER 50 RESTAURANTS AND 25 BRANDS OFFERING LIMITED EDITION LUNAR NEW YEAR PRODUCTS AND EXPERIENCES

30th January 2024

- *The West End will celebrate Chinese New Year with an extensive line-up of activities, exclusive offers, celebratory drinks and dishes marking the start of the Year of the Dragon, from 10th-24th February*
- *Chinese New Year celebrations in Chinatown London are the largest in the world outside of China.*
- *visitors can experience traditional celebrations spanning across 12 streets*
- *Foodies can feast on a variety of traditional Chinese food throughout the West End, at over 50 different restaurants including **The Eight, YiQi, Bun House, Orient London, Bao, Chinatown Bakery, Red Farm, Duck & Rice, Din Tai Fung** and many more*
- *Limited edition cocktails will be available to toast the year ahead at **Opium, Speedboat Bar, Mariage Frères** and **Experimental Cocktail Club***
- *Exclusive Lunar New Year collections will be available across the West End at **Annie's Ibiza, Creed, Charlotte Tilbury, Dr Martens, GANNI, Hublot, NARS, Mulberry, Penhaligons, Polo Ralph Lauren, Paul Smith, Stine Goya, Swatch, Strathberry, Tag Heuer** and many more*
- *A colourful Chinese New Year parade will take place throughout the West End on the 11th February. The annual parade will see colourful lion dancing, live performances and cultural activities*

The West End will be the heart of spectacular London Chinese New Year celebrations in 2024, as the area comes together to celebrate Lunar New Year and the Year of the Dragon. Guests can visit for breathtaking cultural festivities, traditional food, celebratory drinks, limited edition gifts, and a spectacle of performances across Chinatown, Covent Garden, Soho and Carnaby Street from 10th-24th February.

Located in the heart of the West End, spanning 12 streets, Chinatown London is the capital's window into East and Southeast Asia with a huge variety of restaurants, bars, shops and businesses. In support of the Lunar New Year celebrations, Chinatown London will host traditional lion dancing as part of the iconic annual Chinese New Year parade on Sunday 11th February, to mark the start of the Year of the Dragon.

To enjoy a Chinese New Year feast within the neighbourhood, visitors can try a variety of restaurants throughout the celebration period. Restaurants will be serving celebratory dishes, drinks and menus, each with their own traditional symbolism, as well as limited edition creations, with highlights including *Jiaozi dumplings, Tangyuan, Yu Sheng salad* and *Nian Gao*. Diners will be spoilt for choice throughout the West End, with restaurants including **The Eight, YiQi, Bun House, Orient London, Rasa Sayang, Sakurado, Chinatown Bakery, Plum Valley, Jin Lo, Kung Fu Noodles, Leong's Legend, Red Farm, Bao, Duck & Rice, Ugly Dumpling, Fatt Pundit** plus many more. Covent Garden's **Din Tai Fung** will be launching a limited edition menu in celebration, along with a gift hamper to enjoy its iconic flavours at home. Iconic dishes can also be recreated at home with authentic ingredients from Chinatown's specialist Asian supermarkets **New Loon Moon, See Woo** and **Oseyo**.

Shoppers looking for the perfect gift can browse the array of stores across Covent Garden, Carnaby Street and Soho. A variety of global and British brands are launching Lunar New Year limited edition products, including

Annie's Ibiza with early 1900s Chinese Dragon Silk Gauze Robes; capsule collections featuring vibrant reds to symbolise success and good fortune at **Barbour**; Dragon inspired t-shirts from **GANNI**; Year of the Dragon boots from **Dr. Martens**; Zodiac inspired caps at **New Era**; limited edition Lunar timepieces from **Tag Heuer**, **Hublot** and **Swatch**; bespoke t-shirts, clothing and accessories at **Paul Smith**, **Polo Ralph Lauren**, **IKKS Paris**, **NBA** and **Ray-Ban**; exclusive Lunar New Year accessories at a range of retailers including **Radley London**, **Cambridge Satchel**, **Stine Goya** and **Strathberry**; limited edition shoes at **Footpatrol**, **Size?**, **Puma** and **Timberland** and an exclusive collection encapsulating the spirit of the Dragon at **Mulberry x Mira Mikati**. There is also a selection of beauty and fragrance Chinese New Year-inspired gifts including kombucha essence and tea elixir activating serum at **Fresh**; themed gift wrapping at **Rituals** and **NARS**; Lunar collections at **Penhaligons** and **Creed**; as well as a bespoke Golden New Year gift range at **Charlotte Tilbury**.

Whilst visiting the West End, shoppers can also celebrate with beauty and fragrance gifts at **Benefit**, **Chanel**, **Diptyque**, **Glossier**, **Jo Malone London**, **Kiehl's**, **Le Labo**, **Miller Harris**, **L'Occitane**, **Parfums de Marly**, and **Tom Ford**. Stunning gift accessories are also available at **Astley Clarke**, **Astrid & Miyu**, **Dinny Hall**, **Mejuri**, **Olivia Burton**, **PDPaola**, as well as luxury jewellery and timepieces from **Tiffany & Co.**, **Bucherer** and **Tudor**. Exclusive collectable gifts created in collaboration with artists and designers are available at artistic toy shop **POP MART**, and the very best fashion and lifestyle brands are also available throughout the West End including **Apple**, **American Vintage**, **A.P.C.**, **Axel Arigato**, **ba&sh**, **END**, **HOKA**, **Kick Game**, **Reformation**, **Sandro** and many more.

For further information on Lunar New Year celebrations across the West End visit [Coventgarden.london /](https://www.coventgarden.london/) www.carnaby.co.uk / www.chinatown.co.uk

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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 £4.9 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, together with holdings in Fitzrovia. 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.

www.coventgarden.london

About Carnaby:

Carnaby is in the heart of London's West End, where over 100 retail brands of quality and distinction and over 60 independent restaurants, cafes and bars can be found across 14 streets, including the world famous Carnaby Street. Carnaby is a unique and iconic experiential shopping, dining and leisure destination. Follow @CarnabyLondon and visit www.carnaby.co.uk for full information.

www.carnaby.co.uk

About Chinatown London:

As the largest Chinatown in Europe, Chinatown London is the go-to destination for regional Chinese and Pan-Asian cuisine. Its twelve predominately pedestrianised and interconnected streets, lined with iconic red lanterns, are home to an ever-evolving mix of traditional and new concepts which reflect emerging dining trends from cities such as Shanghai, Beijing, Tokyo, and Seoul.

Equally thriving day and night, the area's restaurants, bars, shops and cafés, as well as its unique mix of ESEA supermarkets, authentic Asian retail stores and more, attract large numbers of Londoners, tourists, international students and local workers.

www.chinatown.co.uk