

**DOLCE&GABBANA OPENS WORLD-FIRST BEAUTY BOUTIQUE IN COVENT GARDEN**

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For immediate release

Shaftesbury Capital has announced that Italian luxury and lifestyle brand **Dolce&Gabbana** has opened a first-of-its-kind combined beauty and accessories store in Covent Garden. Situated in the historic Market Building, the opening marks Dolce&Gabbana's return to Covent Garden following the success of its iconic Christmas pop-up on the Piazza in 2022.

Bolstering Covent Garden's position as the go-to location for world-class beauty brands, the 850sq ft Dolce&Gabbana store features its exclusive selection of cosmetics and signature fragrance collections, as well as a make-up consultation area. In a world-first for the brand, the boutique showcases the latest Dolce&Gabbana accessories under the same roof, including their iconic range of eyewear. Fitted out with gold panelling and monochrome tiles, the décor blends the heritage charm of the Market Building with trademark Italian glamour.

Dolce&Gabbana's first-of-its-kind store is located opposite the junction of James Street, sitting alongside some of Covent Garden's other best-in-class luxury beauty and fragrance brands including **CHANEL Beauty, Diptyque, Glossier, Guerlain, Miller Harris, Penhaligon's, Tom Ford Beauty**, and adjacent to the recently opened **Charlotte Tilbury**, which opened a significantly upsized flagship, including its world first Skin Spa, in a prominent anchor unit at the beginning of the year.

**William Oliver, Retail Leasing Director at Shaftesbury Capital, commented:** "Dolce&Gabbana's commitment to blending tradition with innovation is what makes Covent Garden the perfect location to debut a world-first concept, following in the footsteps of **Chanel, Charlotte Tilbury, Glossier, and Tom Ford**. Building on the noteworthy success of its pop-up in 2022, the brand has reinvested in the destination, showcasing Covent Garden's appeal for internationally renowned fashion houses to put down permanent roots."

The opening of Dolce&Gabbana follows the recent announcement of **Alo Yoga** opening at the junction of Neal Street and Earlham Street, after a milestone year of brand commitments at Covent Garden in 2024. Covering almost 100,000 sq ft, **55 brands** invested in the destination last year, reinforcing it as the location of choice for world-class concepts.

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For further information, please contact Aver PR at: [coventgarden@averpr.com](mailto: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 2.7 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 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.

[www.coventgarden.london](http://www.coventgarden.london)

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#### **DOLCE&GABBANA:**

Established in 1985, Dolce&Gabbana is an international leader in the fashion and luxury goods sector. The founders, Domenico Dolce and Stefano Gabbana, have always been the creative and stylistic source of all the brand's activities as well as the drivers behind the development strategies. The Group creates, produces and distributes high-end clothing, leather goods, footwear, accessories, jewellery and watches. The brand is present in the prêt-à porter segment with Men's, Women's and Children's Collections. In 2021, Dolce&Gabbana launched Dolce&Gabbana Casa, a homeware line dedicated to furniture and furnishing complements. The following year, the company announced the creation of Dolce&Gabbana Beauty with direct control of the manufacture, sales and distribution of its fragrance and make-up products. Since 2012, the brand has developed the Alta Moda project which further expanded into Alta Sartoria, Alta Gioielleria and Alta Orologeria Collections. The Eyewear category is entrusted to Luxottica, a licensee partner.