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For immediate release

EDIKTED LAUNCHES EUROPEAN DEBUT ON CARNABY STREET AS SUBDUED INVESTS IN UPSIZED STORE

Shaftesbury Capital has announced that US fashion brand **Edikted**, has opened its flagship at **52-55 Carnaby Street**, marking the brand's first standalone store in Europe. The news comes as Italian fashion brand **Subdued** commits to an upsized space at 14–18 Foubert's Place, at the northern end of the globally renowned Carnaby Street.

Spanning **4,800 sq ft**, Edikted's first bricks-and-mortar location outside of the United States brings the brand's trend-led offer to Soho, through a complete range of street-style and runway-inspired womenswear and accessories. Positioned nearby TALA, another brand that has selected Soho as the location to debut a physical concept, this opening further reinforces the neighbourhood's position as the destination of choice for fashion brands establishing standout flagships in the UK.

Also strengthening Soho's fashion offer, Italian brand Subdued has signed for an upsized **4,400 sq ft** location at 14–18 Foubert's Place. The move follows the brand's UK debut at 12 Foubert's Place in 2019, and marks the next stage in its growth, highlighting Shaftesbury Capital's track record of providing international brands with a platform to launch and successfully expand.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, said: "Welcoming another UK debut reinforces Carnaby Street and Soho's reputation as one of Europe's most influential fashion destinations. Carnaby Street provides brands like Edikted with the perfect opportunity to reach a broad, trend-savvy audience, while complementing its line-up of distinctive brands that each have huge pull. Subdued's expansion also highlights Soho's role as a launchpad for brands to flourish in the UK market, because it has everything a digitally native brand needs to translate online presence into bricks-and-mortar success."

Mina Fam, Head of Retail at Edikted, commented: "Carnaby Street is one of London's busiest and most iconic shopping streets, making it the ideal location for our first European store. This opening allows us to bring something exclusive to UK customers, offering a carefully curated range of apparel and accessories they can't find anywhere else. Surrounded by standout brands and a style-conscious audience, we're able to build on the success we've achieved in the US, while establishing Edikted as a must-visit brand in Europe."

This announcement follows Shaftesbury Capital's signing of Sephora's West End debut, due to arrive later this year with a new boutique format opposite Edikted, and a UK debut for the refreshed iteration of Kookai, opening in the coming months, also on Carnaby Street.

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For further information, please contact: carnabyandsoho@averpr.com

Notes to Editors



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 £5.4 billion, extends to 2.8 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 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.

[ThisisSoho.co.uk](https://thisissoho.co.uk) / @ThisisSoho

About Edikted

Introducing Edikted: a Gen Z fashion brand heavily influenced by pop culture, technology and style. Focused on delivering the most-coveted styles, Edikted features clothing and accessories inspired by top streetwear looks, modern-day muses and runway trends. Everyone deserves access to affordable trend-lead fashion – and now, you'll have yours.

edikted.co.uk / @edikted