

**ELEMIS TO OPEN FIRST LONDON STORE IN SEVEN DIALS, JOINING COVENT GARDEN'S
UNRIVALLED COSMETICS AND WELLNESS LINE-UP**25th March 2024

For immediate release

Shaftesbury Capital, a founding patron of the British Beauty Council, has announced that global beauty pioneer, **ELEMIS**, has selected Covent Garden's Seven Dials for its first standalone store in London. Set to open at 23 Monmouth Street, **ELEMIS** will join the neighbourhood's wide selection of wellness brands, following the resounding success of its Cleansing Lab Pop-Up in Covent Garden's Piazza last year. The upcoming entrance of the British skin wellness brand emphasises Covent Garden's prominence in attracting a diverse range of leading brands and reinforces its position as a forerunner in the UK's cosmetics and beauty landscape.

An internationally renowned premium skincare brand with a legacy of over 30 years of expertise and multiple accolades for innovative approaches to beauty, **ELEMIS** will open a c.1,000sq ft unit. It will feature its thoughtfully formulated range of skincare, grounded in a foundation of aromatherapy and rigorously tested and backed by clinical trials to deliver maximum efficacy and help protect, restore, and renew skin health.

Opening this spring, **ELEMIS** will join the Seven Dials neighbourhood's extensive line-up of beauty brands on its burgeoning beauty, fragrance and wellness hub, Monmouth Street, including noteworthy brands such as **Aēsop**, **Byredo**, **DECIEM**, **Fresh**, **Kiehl's**, **Miller Harris**, **Le Labo** and **Trudon**, as well as **Chanel**, **Charlotte Tilbury**, **Creed**, **Glossier**, **Guerlain**, **Jo Malone London**, **NARS**, **Penhaligon's** and **Tom Ford** located across the wider Covent Garden portfolio.

Michelle McGrath, Executive Director, Shaftesbury Capital, commented: "Shaftesbury Capital is delighted to be welcoming iconic British wellness brand, **ELEMIS** to Covent Garden's Seven Dials neighbourhood this spring. Welcoming yet another London debut from a sector-leading brand is a testament to Shaftesbury Capital's commitment to creating a thriving destination which hosts a unique blend of internationally renowned and independent brands, innovative concepts, and industry firsts."

Susan Harvey, UK General Manager at ELEMIS, added: "We are hugely excited to announce that we will be opening our first **ELEMIS** London retail store in Covent Garden this spring. Since **ELEMIS**' inception over 30 years ago, we have garnered global renown and established ourselves as forerunners in providing premium skincare, and the launch of our new standalone store in the iconic Seven Dials will allow us to continue to deliver this. We look forward to welcoming our community, delivering an experience like no other, and empowering them as they embark on their skin wellness journey."

ELEMIS's commitment to Covent Garden follows the news that French men's skincare brand, **Horace**, has opened its debut UK store on Neal Street; the launches of permanent brick-and-mortar stores on Monmouth Street for leading fashion retailers, **Odd Muse** and **Missoma**; the recent flagship opening of high-performance clothing brand **Arc'teryx** on King Street, and the upcoming arrival of Swedish footwear brand, **Axel Arigato** on Earlham Street.

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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 2.9 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

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About ELEMIS

As a leading luxury British skin wellness brand, ELEMIS is globally recognised for harnessing the power of natural ingredients and scientific innovation. The brand has conducted more than 30 years of extensive research on collagen-supporting formulas to optimise skin resilience and each formula is rigorously tested to ensure transformative results you can see and feel, both inside and out. Since its launch in 1990, ELEMIS has continued to push the boundaries of beauty science with award-winning products, now available at over 1200 spas, salons, stores and multiple e-retailers worldwide. A certified B Corp beauty brand, ELEMIS is committed to using business as a force for good and fueling its goal of becoming the most sustainable British skincare brand. For more information visit www.elemis.com.

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