

PRESS RELEASE

FARAH OPENS NEW STORE ON SOHO'S BERWICK STREET

12 June 2023

Shaftesbury Capital is pleased to announce that menswear brand **Farah** has opened at 98 Berwick Street. The **1,100 sq ft** store, split across the basement and ground level, is part of the newly refurbished retail units at the south end of Berwick Street.

Andrew Price, Executive Director at Shaftesbury says *"Farah is a strong addition to the thriving menswear retail offer that we are continuing to build along Berwick Street."*

Mark Mccann Farah's Brand Director says, *"We are happy to be open in such an iconic location. Berwick Street is not only an internationally recognisable destination but a great brand fit -we're really excited to be here."*

Originally founded in Texas as a workwear company in 1920. Farah was re-born in the UK during the 1970s, now famous for its slim, sharp, hopsack canvas trousers, Farah played a key part in the style of Mods, Rude Boys, Casuals and the 90s' indie music scene.

Farah's basics collection and many of their fashion lines are now made with 100% certified organic cotton. This means zero harmful chemicals and less water usage, reducing their environmental impact. Farah has also removed all unnecessary packaging and wrapping from online orders, and have joined the international Clevercare campaign in labelling their clothing. This helps to inform consumers about how best to launder their clothes as, after all, 30% of the carbon footprint of a piece of clothing comes from the way it's laundered. This is just the beginning, as they are committed to continue to move as many styles as possible into more sustainable fabric bases over the coming years

The new store will be showcasing both SS23 main collections – inspired by a vintage-inspired, LA surf scene – plus High Summer - celebrating the sights and sounds of 1970s Jamaican reggae culture.

Farah, 98 Berwick Street, London, W1F 0QB

Opening Times:

Monday to Saturday - 10:30am - 7pm

Sunday - 12pm-6pm

For more information contact Meghan.Ryan@sisterlondon.com / hannah.deacon@sisterlondon.com / 020 7287

9601



Notes to editors:

About Soho

Soho is at the centre of London's dining, shopping and entertainment scene with a buzzing and vibrant day to night time economy. Made up of one square mile packed with creative businesses, independent and iconic shops and restaurants, street-food spots, cafés, bars, clubs, traditional London pubs, Soho is the beating pulse of London.
@ThisIsSoho / ThisIsSoho.co.uk

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, 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 to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value.