

## FIVE MUST-VISIT BRANDS CHOOSE CARNABY STREET, REINFORCING ITS REPUTATION FOR RETAIL FIRSTS

- *TALA, Pure Seoul, Autry, FARM Rio, and Club M·A·C launch flagship stores*
- *Latest openings cement Carnaby Street's leading global retail status*
- *Openings include the first physical store for TALA, PURESEOUL'S largest UK outlet, and a new M·A·C experiential concept for Club M·A·C*



**LONDON, 27 May 2025** – Soho and Carnaby Street welcomes a new wave of standout fashion and beauty openings this summer, as **TALA**, **PURESEOUL**, **Autry**, **FARM Rio**, and new concept space **Club M·A·C** arrive in the neighbourhood.

These latest launches reinforce the area's position as one of London's most vibrant, internationally respected shopping districts that sets trends, champions firsts, and continues to shape the capital's retail and style culture.

This diverse mix of global brands and UK flagships adds fresh energy to a line-up that already includes **Missoma**, **The North Face**, **Barbour**, and **PANGAIA**, keeping Soho and Carnaby Street firmly at the forefront of London's fashion, streetwear, and beauty scene.

Signifying Carnaby Street's prime location, **TALA**, the next-gen activewear label founded by entrepreneur **Grace Beverley**, opened its first-ever bricks-and-mortar store this weekend, showcasing a full range of its performance-led, planet-conscious fashion - including signature lines like DayFlex, 365, SkinLuxe and swimwear, along with exclusive Carnaby Street-only drops. The flagship store seamlessly fuses physical retail with TALA's digital-native identity, reflecting Carnaby Street's reputation as a launchpad for bold, disruptive brands.

Beauty phenomenon **PURESEOUL** is set to debut its largest UK store in Soho on June 12th, offering a carefully curated selection of Korean skincare icons and rare treasures. With an emphasis on innovation, scientifically backed ingredients, and ritualistic routines, the store capitalises on the thriving global demand for K-beauty, establishing Soho as a premier destination for skincare exploration.

Further bolstering Soho's beauty scene, **M·A·C** has unveiled a brand-new concept space, **Club M·A·C**, blending high-impact retail with immersive experiences. This reimagined store is designed for connection, creativity, and community, featuring live events, tutorials, and hands-on product exploration. Together with **PURESEOUL**, this represents a new era for beauty retail in Soho, where innovation meets interaction.

**Autry**, the American sneaker brand known for its classic yet contemporary silhouettes, opened its first and only UK store with a flagship location at 61-63 Beak Street. Channelling classic US sportswear with contemporary Italian design, the space nods to the brand's roots while slotting seamlessly into Soho's fashion culture. Alongside established names like **Size?**, **OG Kicks**, and **END.**, Autry's arrival amplifies the area's reputation as London's hub for sneaker heads and hype beasts searching for the latest drop.

**FARM Rio**, Brazil's most vibrant fashion export, has launched a new store on Carnaby Street - a visual celebration of colour, nature, and culture. The boutique features over 140 pieces from its Summer 2025 collection, incorporating exclusive Amazonian artwork and immersive décor. FARM Rio brings a tropical energy that complements Carnaby Street's creative DNA, reinforcing its role as a canvas for international design expression.

These new openings inject fresh energy into Carnaby Street and Soho's long-standing reputation as London's cultural style hub, where trend-setting spirit, bold design, and contemporary retail experiences collide. As the summer season unfolds, the neighbourhood continues to cement its status as the capital's destination for retail firsts, fashion drops, and globally recognised brands.

## ENDS

### NOTES TO EDITORS

- **TALA**  
Address: 3-4 Carnaby Street, London, W1F 9PB
- **PURESEOUL**  
Address: 11-12 Carnaby Street, W1F 9PQ
- **Club M·A·C**  
Address: 46 Carnaby Street, W1F 9PS
- **Autry**  
Address: 61-63 Beak St, Carnaby, London W1F 9SL
- **FARM Rio**  
Address: 1 Carnaby Street, London, W1F 9QG

### 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.

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