

HOKA® ANNOUNCES NEW LONDON FLAGSHIP STORE IN COVENT GARDEN, THE BRAND'S FIRST RETAIL LOCATION IN EUROPE

4th October 2023- [HOKA®](#) (a division of Deckers Brands) today launches its first ever retail location in Europe at Shaftesbury Capital's Covent Garden, located at 2-3 James Street. The 1750 sq. ft flagship store showcases the full line of footwear, apparel, and accessories under one roof for the first time.

The community-fuelled space will open in London's Covent Garden, home to world-class fashion, beauty, and lifestyle stores. Set in the heart of the Piazza, the location is the ideal home for the brand's first ever brick and mortar store.

"London is arguably the most influential athletic lifestyle footwear market in the world and is a critically important market for us. It is imperative that we double down in London and develop marketplace strategy across performance and lifestyle to strengthen our presence in this key city," said Stefano Caroti, Chief Commercial Officer, Deckers Brands.

Performance footwear and apparel brand, HOKA® launched in 2009 and has been disrupting the running industry ever since. The brand's goal is to bring joyful performance to every kind of mover, everywhere. HOKA aims to empower all athletes to act fearlessly and creatively, to drive forward with purpose and passion. With an "always-on" mindset for innovation and thinking outside the box, HOKA crafts bold and unexpected new solutions for athletes of all types.

The Covent Garden store unveils the brand's new design concept for the first time, blending modern design with natural elements, that embody the brand's heritage. The store's interior will also feature interactive displays that tap into the brand's ethos of joyful movement and commitment to movement and motion for all.

The dedicated community area on the lower ground floor offers the ultimate brand experience to consumers, allowing them to fully immerse themselves in the brand and connect with HOKA ambassadors, elite athletes, and product experts. In this space, HOKA will offer yoga classes, wellness services, equipment repair, local events & runs, educational talks, workshops, and panel discussions.

Michelle McGrath, Executive Director at Shaftesbury Capital, commented: *"We are delighted that HOKA has chosen Covent Garden for their European debut and flagship location, showcasing their innovative and industry-disrupting performance wear. Covent Garden is one of the richest and most diverse shopping and dining destinations in London with an experience-led approach to retail and hospitality, and a strong line-up of global, British, and independent brands. We're proud to play a part in and celebrate this significant milestone for HOKA, providing yet another fantastic addition to our portfolio."*

This line up of immersive activities kicks off with the launch of the HOKA run club, which aims to bring people together over their shared love of movement. The first run will take place on Wednesday, 11th October and encourages runners of all abilities to join HOKA and experience joyful movement together. Guests can test the latest HOKA shoes, meet HOKA athletes and experts as well as enjoy live music, and take home customised gifts.

“We are thrilled to open our first store in the EMEA region, in one of Europe’s key markets,” said Marco Ellerker Senior Vice President & General Manager of EMEA, Japan and Asia Pacific, Deckers Brands. “At HOKA, our goal is to inspire people to move, and it was important to us to create a space that can connect our community, with an accessible run club for fans of the brand to take flight together”.

The opening of HOKA at Covent Garden follows the recent openings of Sessun, Balibaris and Mejuri, as well as a number of brands set to join the destination over the coming months, such as House of Creed, Omega and Tissot.

Store location

2-3 James Street
Covent Garden
London
WC2E 8BH

About HOKA®

HOKA® is one of the fastest-growing performance footwear and apparel brands in history. Conceived in the mountains, HOKA footwear delivers an unprecedented combination of enhanced cushioning and support for a uniquely smooth ride. Every day, HOKA pushes the innovation and design of its footwear and apparel by teaming up with a deep roster of world champions, taste makers and everyday athletes. From finish lines to everyday life, HOKA fans love the brand for its bold and unexpected approach, and its belief in the power of humanity to create change for a better world. HOKA empowers a world of athletes to fly over the earth. For more information, visit [HOKA.com](https://www.hoka.com) or follow @HOKA_eu. #FlyHumanFly

About Deckers Brands

Deckers Brands is a global leader in designing, marketing, and distributing innovative footwear, apparel and accessories developed for both everyday casual lifestyle use and high-performance activities. The Company's portfolio of brands includes UGG®, KOOLABURRA®, HOKA®, Teva®, and Sanuk®. Deckers Brands products are sold in more than 50 countries and territories through select department and specialty stores, Company-owned and operated retail stores, and select online stores, including Company-owned websites. Deckers Brands has 50-years of history building niche footwear brands into lifestyle market leaders attracting millions of loyal consumers globally. For more information, please visit [deckers.com](https://www.deckers.com).

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 £4.9 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



COVENT GARDEN

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.

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