

**PRESS RELEASE**

**2<sup>nd</sup> May 2023**

**For immediate release**

**ICONIC SWIMWEAR LABEL, HUNZA G, OPENS FIRST EVER STORE  
AT SEVEN DIALS, COVENT GARDEN**

Shaftesbury Capital has announced that Hunza G, the sustainable swimwear brand, is opening its debut store at 35-37 Monmouth Street in Seven Dials, Covent Garden. With physical collections only previously stocked within leading multi-brand stores including Selfridges, Harrods and Harvey Nichols, the opening of Hunza G in Seven Dials marks a milestone moment for the brand as it commits to its first retail store. The 1,583 sq ft space launched on April 29<sup>th</sup> and will be open to customers until the end of the summer.

Established in 1984, Hunza G has become renowned for its signature crinkle stretch fabric used throughout its lines of swimwear and clothing. The brand expresses a commitment to creating beachwear products that work for all, maintaining a 'One Size Fit' mantra and utilising fabrics that complement all body shapes and figures. The popular swimwear label also places an emphasis on sustainable creation and waste reduction, with its fabrics made with no deadstock material or wastage.

Hunza G Seven Dials will feature the brand's signature 'modern nostalgia' styles across their swimwear, beachwear, and accessories collections. Fitted out in trademark Hunza G pink, the space features custom artwork by London-based artist Alba Hodsoll, diverse mannequins, and bespoke curved rails.

**Georgiana Huddart, Co-Founder and Creative Director at Hunza G** added: "Creating a space for our customers to come and experience, in-person, who we are as a brand has been a goal since we re-launched Hunza G in 2015. The location feels perfectly aligned with us and our customers, as it's located in the Seven Dials Covent Garden area, which is in walking distance of Hunza G HQ in Soho. As a brand, we are committed to our values of community, inclusivity, and ethical consumption, all of which come together to form Hunza G's highly unique brand experience – we are hugely excited to be able to introduce this to our customers in a physical retail format for the first time."

Hunza G has joined Seven Dials' and Covent Garden's diverse line-up of innovative and socially conscious retailers, including a number of B-Corp certified brands such as outdoor clothing and goods retailer, Finisterre, Dutch eyewear brand, Ace & Tate, as well as luxury skincare brand, Aesop.

## Ends

For further information, please contact Felicity Gale or Claire Cowan at Aver PR: [sevendials@averpr.com](mailto:sevendials@averpr.com)

### 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 £4.9 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](http://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.

#### 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](http://www.coventgarden.london)

@coventgardenldn

[www.sevendials.co.uk](http://www.sevendials.co.uk)

@7DialsLondon