

LADURÉE OPENS EXPANDED SPACE IN COVENT GARDEN'S HISTORIC MARKET BUILDING6th June 2024

For immediate release

Shaftesbury Capital has announced that Ladurée, the luxury French pâtisserie brand, has opened a brand-new space for tea and haute cuisine above its flagship store in Covent Garden. Situated on the corner of the historic Market Building, the expanded tearoom overlooks the West Piazza, increasing the brand's footprint in the iconic heritage setting. Ladurée's expansion marks the latest brand to refurbish its existing space at the destination, reemphasising Shaftesbury Capital's ongoing commitment to investing in its portfolio of operators and retailers.

Reflecting Ladurée Covent Garden's unique dual identity, the design of the new space nods to both the brand's distinct French heritage and the store's iconic British setting, drawing inspiration from the Versailles Hall of Mirrors, as well as the classic features of English manor houses. The walls are painted in Ladurée's signature green, incorporating pale wood touches and panelled with cut-glass mirrors. A Baroque-inspired ceiling has been adorned with an intricate gold design and chandeliers, complemented by the polished checkerboard-style marble floor.

With room for 36 additional guests, Ladurée's expanded space hosts a fresh take on its classic afternoon tea offer. Masterminded by chef Julian Alvarez, the new tea offering features a harmony of Anglo-French cuisine, including finger sandwiches, fresh scones, miniature patisseries such as Plaisir Sucré and Ispahan, and Ladurée's iconic macaron. Beverages include Ladurée's vintage champagne and an extensive variety of teas. In the evening, the restaurant offers revisited classics such as its signature Vol-au-Vent, scallops with Jerusalem artichoke, and a beef Wellington special.

Tucked away behind Ladurée's salon de thé and terraces, the new tearoom takes advantage of the brand's anchor location in the historic market building, curating a space that reflects its luxury identity. The Covent Garden expansion reiterates the strength of Shaftesbury Capital's brand partnerships, continued portfolio investment, and reaffirms its appeal in attracting unique, high-quality concepts.

Mélanie Carron, Group CEO of Maison Ladurée, commented: "Our talented design team has truly excelled themselves with the opening of the new Tea Room in Covent Garden's iconic Market Building. Through this transformative journey, we have remained dedicated to preserving the intrinsic details and craftsmanship of the original building, accentuated with beautiful textiles and French details that define our brand of heritage and "art de vivre". The menu marks another exciting step for Ladurée, moving forward into the foray of London's dynamic food scene, and we hope to join the ranks of celebrated French eateries that London is welcoming with such open arms."

The news of Ladurée's expansion follows the recent announcement that **EL&N Deli & Bakery**, a fresh concept from the world-famous café and lifestyle brand EL&N, will also be launching in Covent Garden's historic Market Building in July.

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For further information, please contact Felicity Strawson, Claire Cowan or Lara Inglis-Jones at Aver PR:

coventgarden@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 £4.8 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. 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 Ladurée

Founded in 1862 by Louis-Ernest Ladurée, the bakery in the Madeleine neighbourhood of Paris evolved into a renowned pastry shop, especially noted for its creation of the double-shell macaron in 1930 by Pierre Desfontaines. Over the years, Ladurée expanded its presence globally, opening iconic locations such as the Champs-Élysées salon and reaching cities like London, New York, and Dubai. With a focus on innovation and diversification, Ladurée introduced new product lines including cosmetics and chocolates, while also embracing ethical sourcing and catering to evolving tastes such as vegan treats. The recent creation of "Eugenie," named after Empress Eugénie, signifies Ladurée's ongoing commitment to blending tradition with contemporary tastes, offering unique and indulgent experiences to its customers worldwide.