

LONDON FASHION WEEK 2025: SOHO IS SERVING LOOKS, COCKTAILS & LIMITED-EDITION POP-UPS

London, 4th September: Soho is where the city's creative energy is most alive during London Fashion Week. Whether you're exploring exciting pop-ups, shopping for the chicest brands, toasting a show-stopping collection or sneaking away for an intimate late-night dinner, as the heart of London's fashion, food and nightlife scene Soho always delivers on style, flavour and atmosphere.

From exclusive pop-up experiences to buzzy cocktail dens and dessert destinations worth the detour, here's how to shop, sip and savour Soho during London Fashion Week.

DISCOVER FASHION WEEK POP-UPS & LIMITED-EDITION FINDS

"Tartan, The [Barbour](#) Way" Pop-Up Exhibition (19th – 21st September), 5–7 Carnaby Street

For a limited time only, timeless heritage brand Barbour will be popping up on Carnaby Street with an immersive, "Tartan, The Barbour Way exhibition".

Unveiling the story behind the Barbour family's rich tartan history and celebrating the art of timeless craftsmanship, the exhibition will transport visitors right to the rugged landscapes of Scotland, where they can also witness a live demonstration by a master loom artist. A free exhibition with an exclusive complimentary gift for all visitors, the pop-up is set to truly bring Barbour's iconic classic tartan set to life this Fashion Week.

Opening Hours:

- Friday 19th September, 12-8pm
- Saturday 20th September, 10-6pm
- Sunday 21st September, 10-7pm

[Dylon Immersive Pop-Up](#) (18th – 21st September), 10 Carnaby Street

Dylon Detergent is opening the Refresh & Renew Laundrette on Carnaby Street to reimagine the traditional laundrette as a hub of stylish sustainable fashion, creativity and care. The immersive experience will show you how to rework and revive favourite fashion pieces. Victoria Lee will be delivering sustainable styling sessions to help attendees revive their beloved but unworn items as part of a new look, whilst **Rebekah Roy** will give a sustainable style workshop to share creative tips on how to upcycle and reimagine existing wardrobe pieces. Anyone who books a styling session will receive a complimentary scarf designed by **Marques'Almeida**.

For those who just want to drop in, the on-site Repair & Renew Station will provide simple tips on mending or adjusting clothes, alongside the chance to win exclusive prizes and capture your look in the Dylon Drum photobooth.

[Pureseoul](#) x Tiam Pop-Up (18th – 30th September), 12 Carnaby Street

Step into a playful K-beauty takeover with Tiam's Back to Glow pop-up at Pureseoul. Expect interactive

school-inspired activations, glow-boosting skincare, and opening-day freebies (18–19 September) for those who join in-store activities or make a purchase!

Limited-edition doughnuts at [Donutelier](#), 50 Carnaby Street

To celebrate Fashion Week, doughnut boutique Donutelier is launching its limited-edition Icons Collection, featuring signature favourites: Pistachio, Black Forest, St. Honorée and Berry Macaron. Every box comes with a collectible Charlotte Posner sticker sheet so visitors can design their own icon box, plus exclusive Pop Doll-style postcards of each doughnut with its own playful personality!

Beauty treats from [Sculpted by Aimee](#), 20 Foubert's Place

Cult make-up and skincare brand Sculpted by Aimee is celebrating London Fashion Week by gifting all in-store spenders between 18th – 22nd September a free Hydralip, one of their best selling and most-hyped products. Shoppers will also be treated to a DJ and bubbles in store between 2pm – 7pm on Friday 19th and Saturday 20th September.

WHERE TO SHOP:

[De La Vali](#), 36 Marshall Street

De La Vali brings its distinctive spirit to the heart of London with an exclusive pop-up boutique on Marshall Street. The limited-time only store, offers London Fashion Week goers the chance to immerse themselves in De La Vali's signature blend of Ibizan freedom and sophisticated style.

[Annie's Ibiza](#), 3 Newburgh Street

A-list-loved and effortlessly stylish, Annie's Ibiza is a vibrant spot to visit during London Fashion Week. Known for its bold, eye-catching pieces and signature Ibiza-inspired aesthetic, it's a must-see destination for fashion insiders and trendsetters exploring Soho and Carnaby.

[Farm Rio](#), 1 Carnaby Street

Where bold prints and vibrant Brazilian spirit meet sustainable fashion, Farm Rio is a favourite amongst the fashion set, with the Carnaby Street store a must visit for a slice of sunshine from Rio this September.

[Jimmy Fairly](#), 10 Foubert's Place

Parisian eyewear brand Jimmy Fairly is a Fashion Editor favourite and provides the perfect way to accessorize your London Fashion Week look.

[House of Astrid & Miyu](#), 5-7 Foubert's Place

Astrid & Miyu's flagship, House of Astrid & Myu, on Foubert's Place blends retail with relaxation. Stop by the immersive store between shows for a much-needed matcha or coffee break while browsing their latest jewellery collections.

[Grown Alchemist](#), 35 Beak Street

Head to Grown Alchemist to prepare your skin for Fashion Week in style. Discover the luxurious skincare range and indulge in treatments designed to leave your skin glowing and radiant.

[Mark Powell](#), 10 Newburgh Street

Mark Powell is bringing classic tailoring to life during Fashion Week. Explore their bespoke suits and sharp craftsmanship, providing the perfect opportunity to experience the brand's signature tailoring up close.

WHERE TO DINE:

[Marjorie's](#), 26 Foubert's Place

Understated and elegant, Marjorie's delivers modern Mediterranean flavours in a warmly lit Soho corner. With natural wine, dreamy small plates, and a slow-dining vibe, it's a favourite for fashion insiders looking to unwind between shows.

[Rita's](#), 49 Lexington Street

Playful and buzzy, Rita's serves up American-meets-Mexican comfort food in a chic yet relaxed setting. Cocktails flow, the lighting flatters, and the atmosphere strikes the perfect balance of lively and laid-back.

[HIMI](#), 4 Newburgh Street

Minimalist interiors and Japanese-inspired dishes make HIMI a serene escape from the Fashion Week frenzy. Think sake, sashimi, and a clean aesthetic designed for moments of calm and connection.

[Kolamba](#), 21 Kingly Street

Colourful, flavour-packed Sri Lankan dishes set Kolamba apart. Designed for sharing, it's a vibrant spot where spice and conversation flow in equal measure.

[Goldies](#), Ground Floor Kingly Court

French-inspired wood-fired grills, natural wines, and dramatic counter seating make Goldies a dining experience with flair. Standout plates - from BBQ corn with Café de Paris butter to indulgent hand-cut frites - bring big, bold energy.

[Miznon](#), 8-12 Broadwick Street

Casual but full of character, Miznon delivers Levantine street food with an edge. Expect fluffy oven-fired pita stuffed with roasted cauliflower, lamb kebabs, or slow-cooked beef - an energetic pit stop perfect for busy show days.

WHERE TO DRINK:

[Cahoots](#), 13 Kingly Court

Step back into the 1940s at Cahoots, a hidden speakeasy tucked inside a disused underground station.

With swing music, vintage décor, and cocktails served in teacups, it's a theatrical and playful spot that perfectly captures the lively energy of Fashion Week.

[Little Violet Door](#), 9 Kingly Street

Styled like a house party, Little Violet Door is packed with quirky details and cosy corners. Sip cocktails in the living room, dance in the kitchen, or explore the whimsical nooks throughout- a fun, energetic stop for anyone soaking up Soho's Fashion Week buzz.

[The Mulwray](#), 28 Rupert Street (above The Blue Posts)

For wine lovers, The Mulwray offers a moody, refined setting with candlelit vibes. Rare bottles, elevated service, and an effortlessly cool crowd make it an ideal spot to unwind and linger after a busy day of shows.

[Disrepute](#), 4 Kingly Court

Sultry, seductive, and steeped in Soho history, Disrepute is a cocktail den where velvet booths, inventive drinks, and low lighting create a mysterious, captivating atmosphere. It's a must-visit for those seeking a classic Soho cocktail experience.

[Bar Crispin](#), 19 Kingly Street

Sleek, minimalist, and effortlessly stylish, Bar Crispin is all about natural wines and elevated snacks. Perfect for people-watching, long conversations, or a quiet break from Fashion Week's high-energy schedule, it balances cool sophistication with a relaxed vibe.

From trend-setting restaurants and buzzy cocktail bars to indulgent dessert spots and style-savvy shopping destinations, Soho is where the fashion crowd eats, drinks, and shops between shows. Explore curated restaurants like Marjorie's and Kolamba, unwind in iconic bars such as Cahoots and The Mulwray and visit must-see retail destinations such as Pureseoul, Barbour, Dylon and Annie's Ibiza. With immersive pop-ups, limited-edition treats, and vibrant street energy, Soho and Carnaby Street offer the ultimate backdrop for Fashion Week moments.

ENDS

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 under management, valued at £5.2 billion, extends to 2.7 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments 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 ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary).

Our purpose

Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

Our values

We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and Make a difference.