

PRESS RELEASE

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For immediate release

**MAKING MOVES: INTERNATIONAL BRAND GRAMICCI SELECTS
SEVEN DIALS, COVENT GARDEN FOR FIRST GLOBAL STORE**

Shaftesbury Capital has announced that Gramicci, the internationally renowned lifestyle clothing brand, is to make its global bricks and mortar debut at Seven Dials in Covent Garden. Located at 3 Earlham Street, the 1,400 sq ft debut store will stock the brand's unique range of functional outdoor fashion.

Designed with movement in mind, Gramicci's range of high-quality apparel is steeped in the brand's climbing heritage, providing minimalist, hard-wearing and functional outerwear. With innovation at the forefront of Gramicci's ethos, the brand looks to evolve signature items like the original 'G-Pants', with new shapes, progressive technical fabrics and brand collaborations.

Set to open in May, the debut store will house its full range of lifestyle clothing, including its men's, women's, and kidswear collections, as well as its comprehensive selection of outerwear accessories. Gramicci Seven Dials will carry all online products as well as collaboration items, with brands such as Wacko Maria and Adsum for SS23. Exclusive store drops will also be on offer throughout the season.

Stevie Gildea, Brand Manager at Gramicci UK, added: "Gramicci has come a long way since its inception in a California garage 40 years ago, and being able to announce our first global store is a landmark occasion for us. We pride ourselves on our commitment to innovation and pushing new ideas, and thus selecting a forward-thinking destination like Covent Garden was an easy decision to make. We can't wait to open the doors to our first ever space in May and start an exciting new chapter for Gramicci!"

The announcement follows the exciting news of iconic heritage hat brand, Stetson, opening its first UK store within Seven Dials, sitting alongside fellow, internationally renowned fashion and accessories brands RAINS, Colorful Standard and Away.

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For further information, please contact Felicity Gale or Claire Cowan at Aver PR:
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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

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

@coventgardenldn

www.sevendials.co.uk

@7DialsLondon

About Gramicci

Since 1982 Gramicci has been making functional clothing for life in the great outdoors. Built for movement, and loved by countless cultural movements – what started out in a garage in Ventura, California has travelled to the streets of Tokyo and beyond.

40 years since the first pair of [Gramicci shorts](#) were stitched together in a garage, the song remains the same – it's original, functional clothing, designed with movement firmly in mind – wherever you're going, and whatever you're doing.

www.gramicci.co.uk