

**NESPRESSO DEBUTS FLAGSHIP BOUTIQUE IN SHAFTESBURY CAPITAL'S COVENT GARDEN**

6th May 2025

For immediate release

Shaftesbury Capital has announced that **Nespresso**, the pioneering coffee brand, has unveiled its new London flagship concept in Covent Garden. Located at 34 Henrietta Street overlooking Covent Garden's iconic West Piazza, the boutique offers a unique haven for visitors to explore the world of Nespresso coffee. The internationally beloved coffee aficionados join the destination's extensive line-up of flagship stores and debut concepts from an unrivalled range of globally renowned brands.

Situated in an historic building at the corner of Henrietta Street and the Piazza in a 1,345 sq ft unit, the boutique encapsulates the Nespresso brand values whilst celebrating the iconic Covent Garden architecture and distinct features of the anchor unit. The new concept offers several spaces for visitors to move through, including a 'Taste and Discover' bar area that gives customers the opportunity to explore their own unique coffee preferences with curated recipes, tasting masterclasses, and sampling of the latest innovations. It also houses a personalisation area for bespoke travel mug engraving and gift wrapping, as well as a dedicated coffee pod recycling hub.

Nespresso worked with British designer Vicky Charles on the unit's interior, which has been curated to amplify the history of the space with a modern twist, featuring British-made furniture and a custom U-shaped banquette by George Smith. A four-metre-wide floral chandelier by Cox London is also on display, echoing the organic beauty of the coffee plant and nodding to Covent Garden's heritage as a flower market.

Nespresso is the latest brand to launch a flagship store in Covent Garden, joining a host of anchor units also located on the Piazza, including the significantly upsized store from global make-up brand, **Charlotte Tilbury**, which launched in January. The opening will also be complemented by upcoming additions to nearby James Street, **Saucony** and **Swatch**, which together with Nespresso will further strengthen the destination's position as the go-to for world-class brands.

**William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital**, commented: "Nespresso's flagship launch is an exciting next step in the continued evolution of the neighbourhood and Piazza, adding a unique lifestyle option to Covent Garden's multifaceted offer. We're committed to future-proofing the district's architectural heritage, and the carefully designed new concept store from Nespresso aligns perfectly with this, blending innovation and historic character in the highly unique way that only Covent Garden can."

**Anna Lundstrom, CEO of Nespresso UK&I**, said: "Our flagship boutique in Covent Garden showcases Nespresso's vision for the future of retail — a welcoming space in the heart of London's vibrant cultural landscape. The boutique experience blends timeless elegance with modern innovation, offering coffee lovers the opportunity to immerse themselves in the Nespresso brand, enjoy unforgettable coffee experiences and discover more about their individual coffee tastes — all with the guidance of our passionate and knowledgeable team."

Nespresso joins Covent Garden's array of lifestyle brands, including the recently opened **Thule**. The Swedish premium outdoor brand opened in the Seven Dials neighbourhood at 72 Neal Street in a 2,100 sq ft unit, showcasing its extensive range of creative solutions designed to simplify life's adventures.



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For further information, please contact Aver PR at: [coventgarden@averpr.com](mailto: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 assets under management, valued at £5.0 billion, extend 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).

[www.shaftesburycapital.com](http://www.shaftesburycapital.com)

#### **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.

#### **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 200 restaurants, bars and cafes.

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

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#### **About Nestlé Nespresso SA**

Nestlé Nespresso SA is a pioneer and reference for the highest-quality portioned coffee. The company partners with over 157,000 farmers across 18 countries through its AAA Sustainable Quality™ Program, ensuring sustainable farming practices while enhancing the quality and yield of coffee production.



In 2022, Nespresso achieved B Corp™ certification, joining a global community of purpose-driven businesses committed to social and environmental responsibility.

Headquartered in Vevey, Switzerland, Nespresso operates in 93 markets with over 14,000 employees and a global network of 791 boutiques. For more information, visit [www.nestle-nespresso.com](https://www.nestle-nespresso.com)