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For immediate release

NINE OPENINGS INCLUDING TWO UK DEBUTS ON THE HORIZON FOR SHAFTESBURY CAPITAL'S SOHO

Shaftesbury Capital has announced a flurry of leasing activity across its Carnaby Street and Soho portfolio, with the arrival of three brands in September and a further six new openings before Christmas, including two UK debuts.

The significant volume of activity across the neighbourhood includes four standout F&B lettings, that highlight the destination's position as a hub for innovative and exciting hospitality experiences.

- **The Shaston Arms**, located just off Carnaby Street at 4-6 Ganton Street is re-opening in October, under the operation of the award-winning team behind The Waterman's Arms in South West London. Its refurbishment is set to enhance the pub experience, supported by a food menu focused on elevated classics.
- Following the success of its Notting Hill debut, natural wine and Detroit-style pizza restaurant **Ria's** will open at 29 Foubert's Place on 1st November. The concept will feature an open kitchen and eclectic design across two floors for 38 covers, bringing its signature slices to the West End for the first time.
- Recently opened in renowned dining destination Kingly Court this autumn is Rob Roy Cameron and MAD Restaurants' **ALTA** – a Northern-Spanish inspired concept featuring open-fire cooking and an informal menu of sharing plates and dishes. The restaurant covers two floors, complete with a private dining room seating 10 and an outdoor terrace.
- **Heard** has opened at 31 Foubert's Place, just off the iconic Carnaby Street and next door to Ria's, its first in the West End following success at various pop-ups and events, and in Borough. Founded by two-Michelin starred chef Jordan Bailey, Heard was born out of a desire to make quality food more accessible by turning an everyday comfort food into something exceptional, known for indulgent British beef burgers and beef salt fries. The Soho opening also introduces 'The Soho', a new burger exclusive to this location that marries a thick patty with gruyere cheese, cornichon and tarragon mayo, shoestring fries, watercress, and a caramelised onion and pink peppercorn dipping sauce.

Soho's retail offer has also evolved, as leading brands look to make the most of the destination's engaged customer base and leading tenant mix. Spanning fashion, footwear, and gifting, these latest additions speak strongly to the maintained and varied appeal of the thriving neighbourhood.

- Internationally recognised make-up, fragrance and skincare retailer **Charlotte Tilbury** will open its highly anticipated new store in October, in an anchor gateway unit to Carnaby Street. The 4,200 sq ft concept will feature the brand's highly coveted range of award-winning skincare, makeup and fragrance, through a personalised experience and tailored expert advice from Charlotte Tilbury's pro-make-up artists.
- Spanish footwear retailer **ALOHAS** is making its UK debut at 45 Beak Street, offering a selection of the brand's most iconic footwear. In line with ALOHAS' on-demand model, the concept invites customers to try footwear in-store with purchases shipped to them directly, to minimise overproduction and maximise sustainability.
- An official **Miffy** store has launched on 8 Newburgh Street, bringing the iconic character to life through curated merchandise and immersive displays.
- Spanish streetwear brand **Cold Culture** has opened a pop-up on 35 Marshall Street, complete with its signature genderless quality garments and striking visuals for an immersive shopping experience.



- **Sheep Inc.**, the pioneering, natural fibre fashion brand, will open its retail concept debut on 5 Newburgh Street this 23rd October. Blending carbon-negative impact with meticulous craft, the store aims to redefine the future of conscious luxury retail with their signature blend of ultra-soft New Zealand wool and the finest natural fibres.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, said: “We continue to generate strong demand from experience-led brands looking to be part of Carnaby Street and Soho, with each of these additions bringing a unique concept that aligns with the area’s distinctive character. Having these brands up and running before Christmas means an exciting end to the year for our customers, as we continue to welcome an outstanding calibre of brands that recognise Carnaby Street and Soho’s exceptional reputation, and that have a desire to be part of this ever-evolving destination.”

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For further information, please contact: carnabyandsoho@averpr.com

Notes to Editors

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.

About Soho

Soho is a world-famous shopping and dining destination in the heart of London’s West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it’s home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London’s dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

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