

PRESS RELEASE

11th April 2022

OG Kicks announces first London store to open in Carnaby

London's Latest Destination for Sneakerheads

Shaftesbury Capital is pleased to announce OG Kicks will open its first London store in May at 19 – 21 Foubert's Place, Carnaby. Providing a wide range of limited-edition sold-out sneakers and an easy buy, sell, trade experience, it's poised to become London's premier destination for sneakerheads and footwear fashion enthusiasts.

Launched from his bedroom back in 2016, Ryan Jackson, 23, has skyrocketed OG Kicks from a worldwide number one Depop seller to a destination store in Brighton. Despite facing significant challenges during Covid, the brand has come out stronger than ever, thanks to its growing presence on social media and word-of-mouth within the sneaker community.

Today, the company is thriving and is gathering a selection of music and sporting A-list clientele, including the likes of Ardee and Pervis Estupiñán, as well as picking up two business awards.

The new space measures 1,564sq ft over 2 floors and is designed to provide customers with an unparalleled shopping experience, featuring a sleek and modern interior that showcases a wide range of after-market sneakers, combined with a friendly and knowledgeable team, and the opportunity to sell and trade in a safe environment. Average price is £220.

The store's impressive inventory, curated over the past seven years, is a standout feature. In-store, customers can expect to find authentic and highly coveted sneakers from the biggest brands in the industry such as Jordan, Yeezy, Nike, New Balance and Adidas, alongside very near dead-stock (VNDS) which offers great value. With this wide selection of special sneakers and streetwear, the Carnaby store will certainly be a draw for any sneakerhead or tourist in the capital.

Ryan Jackson, CEO says; "We're very excited to be opening in Foubert's Place, Carnaby. We have finally found the perfect location for our London store. We've worked hard to create a brand that truly reflects our love of sneakers, the culture, and the community that comes with it. We strive to create the best environment for our customers and to provide a great shopping experience. We can't wait to welcome customers to OGK and share our passion with them."

Andrew Price, Executive Director at Shaftesbury Capital says; "We are delighted for OG Kicks to open their first London store in Carnaby. Offering a wide range of limited-edition sold-out sneakers as well as streetwear, the new store will be a great fit alongside the existing streetwear line up on Foubert's Place including Adidas Originals (flagship), Size, NBA (Only UK shop) and the forthcoming Hollister store".



– Ends –

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Website: ogkicks.uk

Address: OG Kicks, 19-21 Foubert's Place, Carnaby, London W1

Notes to editors:

About Carnaby

Carnaby is in the heart of London's West End, where over 100 retail brands of quality and distinction and over 60 independent restaurants, cafes and bars can be found across 14 streets, including the world famous Carnaby Street. Carnaby is a unique and iconic experiential shopping, dining and leisure destination.

Follow [@CarnabyLondon](https://www.instagram.com/CarnabyLondon) and visit [Carnaby.co.uk](https://www.carnaby.co.uk) for full updates, news and information.

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, 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.