

PANGAIA'S UK DEBUT BRINGS DISTINCTIVE DESIGN AND FORWARD-THINKING FASHION TO CARNABY STREET

15 July 2024

For immediate release

Shaftesbury Capital has announced that **PANGAIA**, the purpose-driven lifestyle apparel brand that innovates through materials science, has opened its first UK standalone store at 57 Carnaby Street, joining the iconic Soho neighbourhood and adding yet another distinctive store to the destination's versatile fashion line-up.

The environmentally focused retailer has opened a 1,500 sq ft space on Carnaby Street, bringing its collection of premium lifestyle products to Soho and the UK for the first time as a standalone unit, stocking a range of genderless adult and kids' styles in bright and neutral shades. The store features a large blue sphere installation, created to symbolise Mother Earth, as part of an innovative interior that mirrors the earth-conscious clothing ranges. It also includes a live planter with evergreens, perennials, and herbs, specifically chosen to thrive in the microclimate of a shop. Beyond shopping, visitors can also learn about PANGAIA's ground-breaking materials science innovations, further highlighting the brand's commitment to science, purpose, and design.

Michelle McGrath, Executive Director at Shaftesbury Capital, commented: "PANGAIA is one of the most interesting and innovation-driven brands globally. Their flagship UK debut in Soho's Carnaby Street underscores the district's reputation for UK firsts, world-class experiences and sought-after consumer demographics. The signing highlights our approach to active curation, seeking out challenger and high growth brands which complement the multi-dimensional nature of the area and its existing brands and restaurants such as Aimé Leon Dore, Adidas Originals, END, Mountain, Kiln and Rita's."

Nathalie Longuet, CEO at PANGAIA, also said: "We are excited to open the doors of our very first standalone UK store in the cultural hub of Carnaby Street in London. We hope our customers will enjoy discovering our purpose-driven apparel while reconnecting with nature and finding a sense of calm in the heart of London."

PANGAIA marks yet another UK debut within Shaftesbury Capital's Soho neighbourhood. Other recent fashion firsts include Axel Arigato, the Swedish footwear-focused retailer, adidas Originals, the signature streetwear and sportswear brand, and Oceanus, the London-based swimwear brand, which recently opened its first bricks-and-mortar pop-up on Newburgh Street. It reaffirms the leading landlord's strategy to work with burgeoning names in the industry in Soho, building on the destination's reputation for fashion innovation as an unrivalled shopping experience, and supporting their growth into brick-and-mortar retail.

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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 £4.8 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. 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 investing to create thriving destinations in London's West End where people enjoy visiting, working and living.

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.

Carnaby.co.uk / @CarnabyLondon

ThisisSoho.co.uk / @ThisisSoho

About PANGAIA

PANGAIA is a purpose-driven lifestyle company bringing problem-solving materials science innovations to the world.

We are a global collective of one heart and many hands - scientists, technologists, designers – using nature's intelligence to create apparel from innovative tech and bio-engineered materials.

Our vision is to inspire and accelerate a positive Earth future as we design a business model where our products are better for the planet than if they did not exist. Every product we create is born from science and purpose, each solving an environmental problem of the industry.

From the materials we use to the colors we create, we are committed to protecting, preserving and promoting biodiversity on earth, pioneering and using materials that consider the delicate balance between planet, functionality and purpose.