

PANGAIA TO OPEN FIRST STANDALONE UK STORE ON CARNABY STREET

17 April 2024

For immediate release

Materials science company PANGAIA is set to open its first standalone UK flagship store in Shaftesbury Capital's Soho neighbourhood, in a prime location on Carnaby Street this summer.

Located at 57 Carnaby Street, the 1,500 sq ft store will offer the brand's genderless apparel and will enable visitors to reconnect with nature and earth-conscious retailing in the heart of the city. The purpose-driven lifestyle company's store will also enable shoppers to learn more about PANGAIA's problem-solving materials science innovations.

The signing continues to build on Soho's position as the go-to location for debuts. PANGAIA will sit alongside neighbouring retailers such as **END**, **Adidas Originals**, and **Axel Arigato**, all of which opened debut stores – a first in London for END, and firsts globally for Adidas Originals and Axel Arigato – in Shaftesbury Capital's Soho. These sit alongside world-class dining concepts including **Mountain**, **Bebe Bob** and **Kiln**, which add to Soho's vibrant, multi-dimensional district.

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."

-Ends-

For further information, please contact Felicity Strawson, Daniel Bleach, or Alice Bingley:
carnabyandsoho@averpr.com

Notes to Editors

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.

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, 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 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