

**PEAK PERFORMANCE TO OPEN FIRST UK STORE IN
SHAFTESBURY CAPITAL'S COVENT GARDEN**20th June 2024

For immediate release

Shaftesbury Capital has announced that **Peak Performance**, the renowned Scandinavian outdoor brand, has selected Covent Garden to be the home of its first-ever UK store, marking a significant milestone in the brand's global expansion journey. The upcoming entrance of the Amer Sports-owned retailer follows the recent Covent Garden opening of sister brand Arc'teryx, highlighting Shaftesbury Capital's continued success in attracting ground-breaking flagship concepts and cementing the destination as a world-class neighbourhood for brand debuts.

Known for its bold and progressive design, Peak Performance Covent Garden will offer a curated selection of collections at its new 1,700 sq ft home at 49 Long Acre, from the iconic lightweight Helium down series to the top-of-the-line Vertical GORE-TEX Pro ski range and ISPO-award-winning technical items. Whether for skiing, hiking, mountain biking, trail running, or urban exploration, visitors can expect high-quality performance clothing designed to endure the most demanding conditions and perfect for both city and mountain adventures.

In alignment with Amer Sports' sustainability-focused ethos and as part of Peak Performance's secondhand programme WearAgains, the store will offer a trade-in system from launch, allowing customers to exchange their pre-loved Peak Performance products for vouchers. The concept store will also offer innovative services such as care and repair of garments and professional washing, further spotlighting the brand's commitment to the longevity and upcycling of its products. Influenced by Peak Performance's heritage, the Covent Garden concept store will feature a Scandinavian aesthetic, with brightly lit interiors and light wood furnishings. Additionally, fixtures will include parts that come from recycled waste materials.

Peak Performance's UK debut will join Covent Garden's line-up of flagship stores from leading high-performance brands, including the UK debut from footwear pioneer, **HOKA**, the upsized anchor store for innovative outdoor retailer, **Finisterre**, and the flagship store for Peak Performance's sister-brand **Arc'teryx**. The neighbourhood is also home to many other performance-wear brands, including **Peloton**, **Lululemon** and an upcoming flagship location for Swedish footwear brand, **Axel Arigato**.

Michelle McGrath, Executive Director, Shaftesbury Capital, commented on the signing: "Peak Performance's distinct Scandinavian heritage combined with its strong sustainability-focused ethos contributes to its reputation as high-quality experts in their space. It is this unique personality that makes this opening the ideal addition to Covent Garden, which is home to an unmatched selection of innovative concepts, diverse brand formats and world class retail and hospitality.

Covent Garden is a go-to destination for industry leading brands and national debuts, so we are delighted to be welcoming yet another UK first in Peak Performance's flagship location."



Sara Molnar, CEO at Peak Performance, added: “We are thrilled to be making our entrance to the UK, and it is a milestone moment for us to be doing so in Covent Garden – the ideal destination for this significant step. This iconic location not only provides the vibrant and diverse backdrop essential for Peak Performance but also allows us to engage with both local enthusiasts and a global audience. As we prepare to open the doors to our new home at 49 Long Acre, our vision is to cultivate a space where London’s ski and outdoor community can gather, drawing inspiration and discovering the right apparel for their adventures.”

The signing of Peak Performance follows the recent announcement that **Alo Yoga**, the luxury activewear brand, has selected Covent Garden for a new store, opening in an anchor unit at the junction of Neal Street and Earlham Street, a key gateway to the Seven Dials neighbourhood.

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For further information, please contact Felicity Strawson, Claire Cowan or Lara Inglis-Jones at Aver PR: 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 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 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 over 200 restaurants, bars and cafes.

www.coventgarden.london

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About Peak Performance



Born in the Scandinavian mountains out of a love for skiing in remote, untouched terrain, Peak Performance has carved its niche in the world of outdoor sports apparel since 1986. Renowned for its bold and progressive design, the brand offers high-performance apparel designed to endure the most demanding of adventures. Whether it's horizontally or vertically, on skis, by bike, or on foot, they offer a balance of style and performance. Its Scandinavian heritage is ever-present, as is its responsible outlook on the world.

www.peakperformance.com

@peakperformance