

QUARTET OF LUXURY FRAGRANCE BRANDS JOIN COVENT GARDEN26th August 2025

For immediate release

Shaftesbury Capital has announced that a series of new luxury fragrance brands will be joining the Covent Garden neighbourhood later this year, including two UK debuts, a second in the portfolio, and a relocation and upscale. **Byredo**, **MATIERE PREMIERE**, **Initio Parfums Privés**, and **Parfums de Marly** will be enhancing the iconic destination, solidifying its position as a key beauty hub within the UK.

- **Byredo** is set to open a brand-new boutique in Covent Garden's iconic Market Building, joining its existing location in Seven Dials. Byredo will open a 1,100 sq ft unit, featuring an assortment of high-end fragrances, make-up, home, leather goods, and accessories.
- It will be joined by **MATIERE PREMIERE**, the perfume brand which is synonymous with stylish perfumery through natural raw materials. Its new 50 sq ft store at 31 King Street will represent MATIERE PREMIERE's debut flagship space in the UK, highlighting the significance of Shaftesbury Capital's Covent Garden portfolio in housing the very best of luxury independent fragrance.
- Niche French fragrance house **Initio Parfums Privés**, is also set to launch its first UK store at Covent Garden. It will be moving into Parfums de Marly's former 246 sq ft unit in the Market Building, delivering a prime spot for the Parisian perfume house to present its range of scents alongside some of the world's leading retailers.
- **Parfums de Marly**, the label inspired by the 18th-century French era and a brand that has been part of Covent Garden's luxury fabric for the last three years, will be upsizing and relocating to 31 James Street. The new 1,000 sq ft store will deliver Parfums de Marly with an even larger presence on the iconic street, sitting adjacent to the likes of **Charlotte Tilbury**, **APPLE**, **Glossier** and **HOKA**

William Oliver, Director of Retail and Restaurant Leasing at Shaftesbury Capital, said: "Four exciting new fragrance brands have committed to Covent Garden, which speaks volumes about our role as the leading destination for luxury beauty in the UK, already home to a host of world-class fragrance houses and an epicentre where brands can launch, innovate, and thrive. We deliver unparalleled quality, and this is shown time and time again by prominent names in the industry continually choosing Covent Garden, as we continue to lead the way and curate a world-class beauty environment."

Cédric Meiffret, Co-Founder and General Manager of MATIERE PREMIERE, added: "Covent Garden has long been a location that embraces and celebrates innovation, creativity, and craftsmanship. There is no other place more suited to host our first UK flagship. This location will be an opportunity for clients to experience the direct link between the most beautiful natural raw materials and MATIERE PREMIERE fragrances, surrounded by the top labels within the luxury beauty industry."

Julien Sausset, CEO of Parfums de Marly and INITIO Parfums Privés, commented: "Our move to James Street echoes the sheer growth we've experienced at Covent Garden, and the loyalty we have built with landlord Shaftesbury Capital and the numerous visitors over the years. Our new space at James Street will allow us to elevate our customer experience even further and offer more services and ranges that reflect our heritage, opulence, and artistry. We are committed to being part of Covent Garden's impressive luxury beauty line-up and look forward to seeing this grow even further."



Covent Garden plays host to several luxury fragrance brands already within its portfolio, including **Creed, Diptique, Jo Malone London, Le Labo, Miller Harris** and **Penhaligon's**. This expertise extends across not just fragrance but luxury beauty and wellbeing too, with the likes of **Aesop, CHANEL, Charlotte Tilbury, D&G Beauty, Elemis, Glossier, Guerlain, MAC, NARS, Neal's Yard Remedies, TOM FORD** and more calling the iconic neighbourhood home.

This news coincides with Covent Garden's **BIG BEAUTY** event, a celebration of beauty and wellness which will be running from **4th to 14th September** throughout the neighbourhood. This brand-new 10-day celebration of skincare, fragrance, makeup and wellbeing will see Covent Garden's iconic Piazza and surrounding streets transform into a multi-sensory playground of beauty experiences, highlighting Shaftesbury Capital's leading expertise in delivering opportunities for luxury beauty.

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For further information, please contact Aver PR at: 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 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).

www.shaftesburycapital.com

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 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 200 restaurants, bars and cafes.

www.coventgarden.london

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