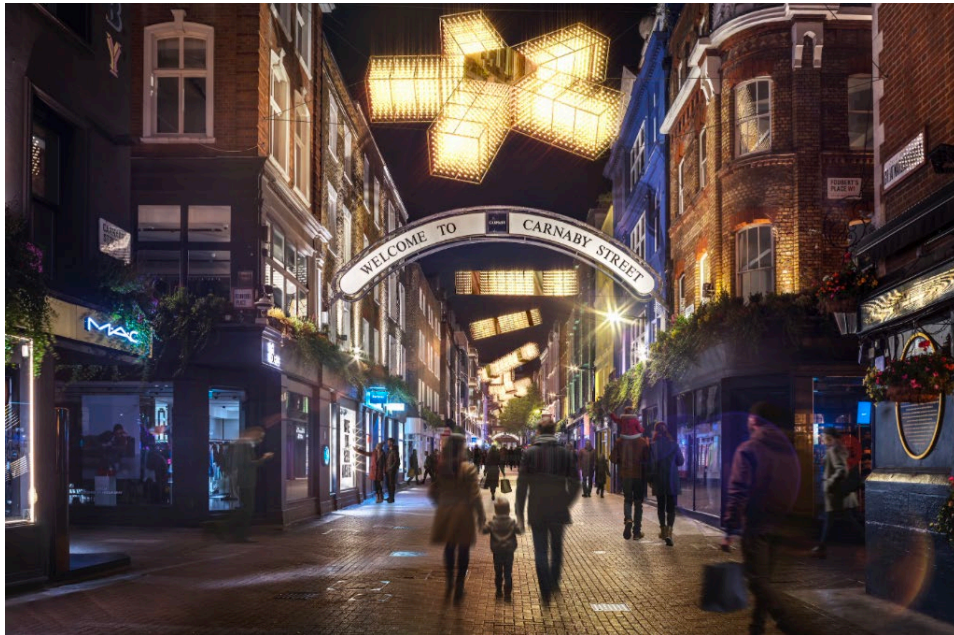


RING IN THE FESTIVE SEASON WITH THE LAUNCH OF CARNABY STREET'S 'INTO THE LIGHT' DISPLAY AND SHOPPING OFFERS ON 7th NOVEMBER

The groundbreaking Christmas installation revealed and the exclusive festive shopping and dining discounts to enjoy on the night



- Carnaby Street has revealed a new design-led Christmas light installation 'Into The Light' for 2024, marking a bold evolution in Carnaby Street's iconic Christmas scheme
- From 4pm to 8pm on Thursday 7th November, 'Into The Light' will be switched on with a magical blend of festive shopping and unbeatable dining experiences with exclusive discounts

London, 30 October 2024 – On Thursday 7 November, from 4 pm to 8 pm, London's iconic Carnaby Street will launch *Into the Light*, a groundbreaking Christmas light installation. The unveiling will be accompanied by an exclusive Christmas celebration, where visitors can enjoy unique festive experiences, special dining options, and one-night-only offers. Over 50 brands, including Aesop, House of Astrid & Miyu, PANGAIA, and Size?, are participating, making it an unmissable evening of shopping, entertainment, and seasonal cheer.

A first for London, the 'Into the Light' installation brings a mesmerising, immersive experience to Carnaby Street. Featuring six-metre sculptural light forms and thousands of energy-efficient LEDs, the installation will cast a warm, golden glow over Carnaby Street. Star-shaped installations at each entrance create a welcoming gateway, inviting Londoners and visitors alike into a truly magical atmosphere.

To celebrate the debut of the 'Into the Light' installation on 7 November, Carnaby Street and the streets surrounding will offer exclusive experiences and discounts available only during this special launch event. The light shows - showcased every 30 minutes on the evening - will be soundtracked by live Christmas choirs filling the



iconic street with festive tunes, and attendees can also enjoy on-street drinks from a pop-up bar, adding a spirited touch to the evening's celebrations.

Brands participating with exclusive offers across Carnaby Street and Soho include House of Astrid & Miyu, Wolf & Badger, PANGAIA, Aubin, Barbour, MAC, Moscot, Paul Smith, Ray-Ban, Oakley, Size? and FINLAY, making it the perfect opportunity to kick start Christmas shopping with exciting perks. Attendees can also expect festive in-store events, with brands like Aesop and Sculpted By Aimee providing complimentary treatments, in-store drinks, and special treats. G-SHOCK Radio will also be broadcasting live from the G-SHOCK store.

Beyond shopping, visitors can indulge in festive food and drink specials at Soho's diverse restaurants, adding a culinary dimension to the celebrations. Highlights include a complimentary chai at Dishoom, 20% off select dishes at Miznon, and a mulled wine slushie on the house with any pasta order at Pastaio when you mention "Christmas at Carnaby." At The Ganton Arms, guests can enjoy a seasonal pie paired with 2-for-1 cocktails from 4–7 pm, while Shoryu tempts visitors with 20% off selected ramen dishes.

For a festive twist, the Christmas lighting will extend into Kingly Court, which will be dressed in light curtains, making it the perfect setting to enjoy offerings from Darjeeling Express, La Maritxu, Imad's Syrian Kitchen, Goldies, Donia, and more.

The 7th of November marks only the beginning on what is on offer over the festive period in Soho. Carnaby Street invites everyone to celebrate the festive season like never before, with a captivating blend of dazzling lights, exclusive shopping, and exceptional dining experiences in the lead-up to Christmas.

Carnaby Street's musical community will bring an added layer of Christmas magic to the 'Into the Light' experience, creating an immersive seasonal atmosphere for visitors. Highlights include INKO NITO will host extended DJ nights every Thursday from 6–10 pm, beginning with switch-on night, while Nightjar and Ain't Nothing But will feature live music throughout the season, with special jazz duo performances and DJ events to keep the festive energy alive.

Following the launch evening, the area will be launching weekly festive shopping nights every Wednesday, Soho Nights. Whether you're shopping for the perfect gift, enjoying seasonal dishes, or savouring the festive atmosphere with friends, Carnaby Street and Soho will embody London's Christmas spirit in every corner. Visitors can revel in the stunning light displays, punctuated by choreographed shows every hour, and enjoy live choir performances each week throughout the season. The area also offers a wide range of festive menus, dining specials, and takeaway treats to enjoy while wandering the Christmas-decked streets of this iconic London destination.

ENDS



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](https://carnaby.co.uk) / @CarnabyLondon

[ThisisSoho.co.uk](https://thisissoho.co.uk) / @ThisisSoho

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 2.7 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).

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Our purpose

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