

**SAUCONY HITS THE GROUND RUNNING WITH LAUNCH OF PIONEER STORE ON
COVENT GARDEN'S JAMES STREET**1st July 2025

For immediate release

Shaftesbury Capital has announced that **Saucony**, a leading performance running and lifestyle brand, has opened its pioneer store at 4 James Street in Covent Garden. Located on one of the neighbourhood's busiest thoroughfares, the new store strengthens James Street's premium line-up and reinforces the destination's appeal as a UK hotspot for world-class brands.

Spanning 3,695 sq ft across two floors, Saucony's Covent Garden store offers an immersive space for runners, sneaker enthusiasts and creatives, blending innovation with cultural connection. The store showcases Saucony's latest performance and lifestyle footwear, from retro-inspired trainers to cutting-edge running technology and a selection of running apparel. The store is complete with three unique and innovative ceiling lights, as well as featuring natural, flowing architectural elements and textural finishes designed to evoke Saucony's heritage. The store also features dedicated spaces for community events, an in-store coffee station, a community wall, and 100 lockers for runners to store their belongings.

Saucony's arrival further solidifies James Street as a hub for high-calibre brands, joining the likes of **Swatch**, **HOKA** and **Charlotte Tilbury's** upsized store. Covent Garden is also home to a host of other leading activewear brands, including **Alo Yoga**, **Arc'teryx** and **Peak Performance**.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, commented: "Saucony's opening is an exciting step for James Street, cementing its position as a world-class retail hotspot. The opening reflects Covent Garden's position as the go-to for global brands to showcase their flagship stores in an iconic setting, adding even more diverse, innovative options that align perfectly with our leading retail offer. Saucony joins the ranks of Covent Garden's leading sportswear brands, including Alo Yoga, HOKA, Peak Performance and Arc'teryx."

Cameron Black, Vice President & General Manager at Saucony EMEA, added: "Choosing Covent Garden for our pioneer store was a natural decision. Saucony is a community-driven brand, and this immersive store reflects our commitment to enhancing the running experience. Situated in the heart of Covent Garden on James Street, the new store allows us to connect with the neighbourhood's vibrant community. More than just a retail space, the store serves as a cultural hub for London's running lifestyle community."

Saucony joins the recently opened **Swatch** on James Street. The globally renowned watchmaker relocated from its previous space to 11 James Street, offering over 500 different watches in a larger, 1,400 sq ft unit.

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 assets under management, valued at £5.0 billion, extend 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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About Saucony

Saucony, the 'Original Running Brand' and a division of Wolverine World Wide, Inc. (NYSE: WWW), is a leading global performance running brand that fuses innovation, style and culture. Widely recognised for award-winning technologies including PWRRUN™ PB, PWRRUN+™, and SPEEDROLL™, Saucony creates innovative technical and lifestyle footwear and apparel across Road, Trail and Originals. Founded in 1898, Saucony exists to inspire and enable people to live a better life through running culture, self-expression and their impact on the world. For more information, visit www.saucony.com.