

SEOUL MEETS SOHO: K-BEAUTY RETAILER PURESEOUL TO OPEN LARGEST STORE YET ON CARNABY STREET

20 May 2025

For immediate release

Shaftesbury Capital has announced that **PURESEOUL**, the leading UK Korean beauty retailer, is set to open its flagship store at 11-12 Carnaby Street in Soho, marking its largest location to date.

PURESEOUL will be joining Carnaby Street in June, opening a 3,000 sq ft space across two floors. It will stock over 2,000 curated products, including 30+ exclusive brands such as Torriden, AMUSE, and Romand, making this store one of Europe's largest K-Beauty collections. Nodding to Korean retail trends and Carnaby Street's playful heritage, the flagship has been designed as a cultural hub for discovery, education, and celebration. It will deliver a range of new, experiential features, including a multi-use area on the ground floor with a fully flexible fit-out. It can be transformed into an activity space for rotating pop-ups and expert workshops focused on skincare, as well as additional retail.

The flagship retailer enhances Soho's beauty and wellness offer, complementing the likes of **Grown Alchemist**, **MALIN + GOETZ**, **Sculpted by Aimee**, and luxury cosmetic brands such as **Aesop** and **Byredo**.

William Oliver, Director of Retail and Restaurant Leasing at Shaftesbury Capital, said: "PURESEOUL selecting Carnaby Street as the home of its flagship and largest store to date speaks volumes about the appeal of our neighbourhood, and how we resonate with next-generation, culturally-driven brands. PURESEOUL is a great example of a retailer which has been able to fuse the authenticity of Korean beauty and culture, offering the latest trends and experience-driven shopping, whilst encouraging curiosity amongst new consumers, and they will be right at home alongside our leading brand mix."

Leslie Tang, CEO of PURESEOUL, added: "What began as a small dream is now a platform shaping the future of Korean beauty. It's been amazing to see how much impact we have had on the industry in the last few years, and our plans are more ambitious than ever, inviting customers in-store to get hands-on with our exclusive, expert curations"

This announcement follows the news that **Autry**, the classic yet contemporary unisex sneaker brand, has opened at 61-63 Beak Street for its first UK store, signalling another example of the strength of Shaftesbury Capital's Soho neighbourhood.

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For further information, please contact: carnabyandsoho@averpr.com

Notes to Editors

About Shaftesbury Capital

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).

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 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.

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