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For immediate release

## **SEPHORA UK SIGNS FOR FIRST WEST END LOCATION AND NEW STORE CONCEPT ON CARNABY STREET**

**Shaftesbury Capital** has announced that **Sephora UK** will launch its first West End store later this year, under a new 'boutique' format, at world-famous shopping destination, **Carnaby Street**.

The new store, spanning over 4,400 sq ft in total and with a 2,600 sq ft trading space, builds on the brand's position as a leading global retailer in beauty. By introducing this new boutique at 5-7 Carnaby Street, visitors to central London will, for the first time, have access to an extensive array of iconic brands, products, and collaborations, many of which are exclusive to Sephora UK. The new concept has more of a focus on curated edits, expert advice, and speed of service, with a different facade and 'Beauty Scan' technology, which will create more personalised recommendations and a seamless multi-channel experience.

Through partnership with Sephora UK for this West End debut, Shaftesbury Capital has further evolved the beauty and cosmetics offer on Carnaby Street, bringing together the most popular brands in the sector. Sephora UK will sit alongside leading K-beauty brand PURESEOUL, Charlotte Tilbury's 'Beauty Wonderland', and the likes of, Grown Alchemist, Pixi, Sculpted by Aimee and Aesop all featuring on Soho's surrounding streets.

**William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, commented:** "Sephora is without a doubt one of the most coveted brands in the UK right now. Its emphasis on curation, bringing together products and experiences that can't be found elsewhere, means Sephora UK will differentiate itself from the beauty offer in Soho, complementing the existing retail mix and aligning with Carnaby Street's appeal to such a broad consumer base. That we've been able to secure this first site in the West End is a clear sign of Carnaby Street's reputation for best-in-class retail, and it will be really exciting to reveal this unique space in the summer."

**Catherine Spindler, President of Sephora Europe and Middle East, added:** "We are very excited to reveal this new store format, carving out our own unique path through an expansion strategy and commitment that reflect our ongoing consumer engagement. We're thrilled to bring this new experience of Sephora London – a city that has always been at the heart of beauty culture and innovation."

The signing of Sephora UK at Carnaby Street follows a series of new retail additions to the world-famous destination, reinforcing its position as a hub for debut stores and unique concepts from international powerhouse brands. In 2026 alone Shaftesbury Capital has signed a European debut for US fashion brand Edikt, a new flagship and West End first for outerwear specialists K-Way, and a return to the UK for Kookaï, the womenswear retailer launching its refreshed iteration under new ownership.

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## **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 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).

### **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.

[ThisisSoho.co.uk](http://ThisisSoho.co.uk) / @ThisisSoho

### **About Sephora**

Sephora is the world's leading global prestige beauty retail brand. With 50 000 passionate employees operating in 35 markets, Sephora connects customers and beauty brands within the world's most trusted and dynamic beauty community. We serve a highly engaged community of hundreds of millions of beauty followers across our global omnichannel network of more than 3 400 stores and iconic flagships, and our e-commerce and digital platforms, offering personalized and immersive seamless experiences across every touchpoint. With our curation of close to 500 brands and our own label, Sephora Collection, we offer the most unique and diverse range of prestige beauty products, tailored to our customers' needs from fragrance to make-up, haircare, skincare and beyond, as we constantly reimagine the world of prestige beauty.

Since our inception in 1969 in Limoges, France, and as part of the LVMH Group since 1997, we have been disrupting the prestige beauty retail industry. Today, we continue to break with convention to drive our mission to expand the way the world sees beauty and empower the extraordinary in each of us.