

5 June 2025

For immediate release

SEVEN OPENINGS IN SHAFTESBURY CAPITAL'S SOHO INCLUDING TWO UK FIRSTS

Shaftesbury Capital has announced an abundance of activity across its Carnaby Street and Soho portfolio, as two international brands have launched debut stores, supported by new stores for four more popular retailers.

- **TALA** has opened its highly anticipated UK first store at 3-4 Carnaby Street. Founded by entrepreneur Grace Beverly, the 2,000 sq ft flagship delivers a vast range of consciously made activewear, with a focus on performance, fitness, quality, and style, as well as an exclusive product range, complemented by a welcoming and inclusive in-store experience.
- **PURESEOUL**, the leading UK-Korean beauty retailer, is set to open its new flagship on 12th June at 11-12 Carnaby Street, in what will be the largest location to date. The new 3,000 sq ft space spans two floors and will stock over 2,000 curated products that include 30+ exclusive brands, which will make the Soho location one of Europe's largest K-Beauty collections.
- At 1 Carnaby Street, **FARM Rio** has also joined the Soho neighbourhood, opening its first dedicated store in the West End. Hailing from Rio de Janeiro, **FARM Rio** occupies a 2,030 sq ft space and has brought its highly coveted selection of bold and colourful womenswear, featuring signature maxi dresses, relaxed graphic t-shirts, tailored minis, and vacation-worthy matching sets.
- Adding another debut to the area, **Autry** has made its entrance into UK retail, opening a 2,600 sq ft store at 61-63 Beak Street, a stone's throw away from fellow footwear brands, **Salomon** and **Axel Arigato**. Boasting an international reputation, Autry offers a unisex selection of vintage-style footwear with a contemporary, sports-performance-oriented twist.
- **MAC Cosmetics** has launched a new concept at 46 Carnaby Street, as part of a relocation. The experience-led CLUB MAC store concept emulates the vibrancy of Soho's world-famous nightlife, and includes features such as a 'Get Ready With MAC' station styled like a nightclub washroom.
- Launching a pop-up, set to run to September, **De La Vali** has brought its collection of Ibiza-inspired womenswear to 36 Marshall Street. The space will feature new jewellery and accessories, alongside the main fashion collections that reflect the brand's romantic, eclectic, and free-spirited style.
- London-born brand, **Speltham**, will launch a pop-up at 13 Newburgh Street on 20th June, complementing **De La Vali** as a fellow online native brand looking to strengthen its physical presence. Having been stocked across multiple Anthropologie locations and with a strong online following, **Speltham** Soho's selection of loungewear includes their renowned range of unisex boxers.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, said: "The demand for physical retail continues to increase as consumers look towards new, innovative retail experiences, and we have reflected this by not only widening our brand mix but by securing key brands as they invest in this opportunity. The openings of TALA and De La Vali, as well as the upcoming Speltham pop-up, reflect our commitment to attracting digitally native brands as they take their first steps into physical retail, while Autry, MAC, and FARM Rio now benefit from bringing concepts with differentiation to an audience in Soho that values a unique retail experience."

Morgan Folwes, Chief Executive of TALA, also commented: "Launching our Flagship store is a celebration of TALA's growth and its community. We are very excited to have joined Carnaby Street's iconic history of fashion and retail, expanding our presence in the UK market and with international customers. This is a key milestone in our journey and it's brilliant to now be welcoming our growing community into our flagship store."

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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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