

**SHAFTESBURY CAPITAL ANNOUNCES 25 NEW SIGNINGS
ACROSS COVENT GARDEN**

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For immediate release

Shaftesbury Capital has **signed 25 new retail, hospitality and leisure brands** across its Covent Garden estate in the last six months. The quality and diversity of operators reflects Shaftesbury Capital's commitment to attracting the best global, British and independent brands, and demonstrates a strong vote of confidence in the long-term appeal and prospects of Covent Garden, and the West End more widely.

Cementing Covent Garden's position as one of central London's leading retail destinations are **13 new retail brands**, including **HOKA**, the running shoes and apparel brand, and **Balibaris**, the international menswear label, with the brands opening their first ever retail location in Europe and debut West End store respectively in Covent Garden. In addition, specialist outdoor brand **Arc'teryx** is upsizing significantly to a new flagship on King Street following the success of its Long Acre store.

Neighbouring Arc'teryx on King Street, **The House of Creed**, authentic, luxury perfume house, is to make its Covent Garden debut in November. Creed Covent Garden will enhance and complement the destination's strong existing fragrance line-up, which in recent years has welcomed Guerlain's UK debut store and French Haute Perfumery, Parfums de Marly. Creed will also join other renowned beauty and fragrance boutiques in Covent Garden, including Aesop, Chanel, Diptyque, Glossier, Guerlain, Le Labo, Miller Harris, Penhaligon's, Tom Ford, and more.

Joining the roster of premium watch and jewellery boutiques across the Covent Garden estate are five new brands, with **OMEGA**, **Messika**, **Hublot** and **Girard-Perregaux** opening in the Royal Opera House Arcade and **Tissot** opening on James Street. Due to open in time for Christmas, the cluster of watch and jewellery signings follow the recent 50% upsize of leading luxury watch and jewellery retailer, Bucherer 1888, in its flagship Covent Garden store.

Completing the new retail additions are **Sessùn**, the French womenswear brand; lifestyle clothing brand, **Gramicci**; cult 'everyday' fine jewellery brand **Mejuri**, and British leather goods retailer **Cambridge Satchel Co.**

Continuing to drive a point of difference across its hospitality offer, Covent Garden is also welcoming **nine new F&B brands**, ranging from independent to international operators. Providing a variety of cuisines, from the best of British and European to Asian gastronomy, each will bring something different to Covent Garden's evolving dining mix, reflecting its position as one of the West End's most popular dining destinations. Highlights include British independent favourite, **The Breakfast Club**; internationally inspired restaurants **Fatto a Mano**, **Colonel Saab**, **Ikkan Sushi** and **Bone Daddies**; and top chef Phil Howard's pasta bar **Notto**.

These latest operators join modern coffeehouse, **WatchHouse**, London's first build-your-own cevicheria, **Crudo Cevicheria**, and internationally renowned, **GAUCHO**, all of which opened in Covent Garden in the last quarter.

In addition, straddling both the retail and F&B offering, Covent Garden is set to welcome **Läderach**, the Swiss chocolatier, independent confectionary brand **Lakrids by Bülow**, and a brand-new concept called **Barnaby's**, co-created by the founders of popular bakery Buns From Home and the team behind Crème the cookie shop.

Michelle McGrath, Executive Director, Shaftesbury Capital, commented: "At Covent Garden, we have always set out to create a multi-dimensional, experiential mixed-use district, attracting the very best occupiers across all uses.



During our ownership, we have introduced over 250 new shopping and dining concepts to Covent Garden and continue to see excellent demand for our unique spaces, from brands aligned with our strategy to attract world-class global, British and independent brands. Attracted by the quality and breadth of the shopping and hospitality offer, as well as the strong local, domestic and international footfall, they are also drawn to Covent Garden's unique location in the heart of the West End, steeped in heritage and rich with arts, culture and experience. As part of our commitment to a healthier and more sustainable environment, we continue to invest in our public realm, and our local communities."

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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 portfolio, valued at £4.9 billion, extends to 2.9 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of restaurants, cafés, bars, shops, residential and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho, and Chinatown, together with holdings in Fitzrovia. 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 and the Johannesburg Stock Exchange.
www.shaftesburycapital.com

Our purpose

Our purpose is to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value.

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 over 200 restaurants, bars and cafes.

www.coventgarden.london

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