

## **SHAFTESBURY CAPITAL CELEBRATES COVENT GARDEN'S 2024 LEASING ACTIVITY AS ALO YOGA OPENS IN SEVEN DIALS NEIGHBOURHOOD**

21<sup>st</sup> January 2025

For immediate release

Shaftesbury Capital has announced that luxury activewear brand, **Alo Yoga**, has opened its new UK location in Covent Garden's Seven Dials. Located in an anchor unit at the junction of Neal Street and Earlham Street at a key gateway to the Seven Dials neighbourhood, Alo Yoga's opening follows a milestone year of brand commitments at Covent Garden in 2024. Covering almost 100,000 sq ft, **55 brands** invested in the destination last year, solidifying it as the location of choice for world-class concepts.

Located at 25a Neal Street, the new 5,000 sq ft Alo Yoga store spotlights its luxury collections of lifestyle and activewear, including contemporary and trend-forward loungewear, accessories and wellness products. Encompassing three floors, the décor of the space is in keeping with its Californian heritage, featuring a fresh and bright aesthetic. This latest instalment in Alo Yoga's UK expansion underscores Covent Garden and its Seven Dials neighbourhood as a prime location for globally renowned brands to open new stores.

Alo Yoga is one of many recent openings at Covent Garden, joining the 33 new brands that either opened or signed for a new space at the destination in 2024, encompassing a total of almost 60,000 sq ft. Amongst these were the launch of flagships stores, new concepts and openings from **Arc'teryx, Axel Arigato, Barbour, ELEMIS, EL&N Deli, Delamina Townhouse, Diptyque, Longines, and Peak Performance** and, as well as the signing of prominent names **ERGON House** and **Nespresso** all set to open this year.

Throughout 2024, Covent Garden experienced milestone brand recommitment, with 22 brands collaborating with Shaftesbury Capital to build on their existing partnerships and reinvest in the destination. This included lease renewals and upsizes from leading brands **Bucherer, Charlotte Tilbury, Diptyque, Finisterre, Mole-skine, Strathberry** and **Vivo Barefoot**, covering a significant 40,000 sq ft of space. The consistent stream of landmark deals further cements Covent Garden as a premier global destination, where best-in-class brands come to flourish, showcase debut stores and invest in and innovate their existing spaces.

**William Oliver, Retail Leasing Director at Shaftesbury Capital, commented:** "The opening of Alo Yoga's new store in an anchor Seven Dials unit comes on the heels of a highly successful year for brand investment in Covent Garden. 2024 was marked by a host of international debuts, flagship launches, and substantial refits, with 33 new additions and 22 brands recommitting to the destination. Covent Garden's position as the go-to hub for world-class brands is stronger than ever and 2025 is set to build on this momentum, as we welcome even more leading names to the destination, expanding our diverse tenant mix."

The opening of Alo Yoga follows the recent announcement that award-winning beauty giant, **Charlotte Tilbury**, has launched its significantly upsized store in Covent Garden, following significant success at the destination. The global luxury makeup brand has opened in a store triple the size of its previous, in a prominent anchor unit on the corner of the Royal Opera House and James Street.

**-Ends-**



For further information, please contact Aver PR at: [coventgarden@averpr.com](mailto: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 portfolio, valued at £4.8 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).

[www.shaftesburycapital.com](http://www.shaftesburycapital.com)

### **Our purpose**

Our purpose is investing to create thriving destinations in London's West End where people enjoy visiting, working and living.

### **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](http://www.coventgarden.london)

@coventgardenldn

### **About Alo Yoga**

Alo Yoga (Alo) is a Los Angeles-based premium lifestyle brand specialising in luxury activewear with a mission to spread mindful movement, inspire wellness, and create community. Since launching in 2007, Alo has become a global leader in activewear design and franchised fabrics. Since day one, Alo has been eco-aware and has been W.R.A.P. certified in a humane and sweat-shop free environment. An acronym for Air, Land, and Ocean, Alo has a studio-to-street mentality that transcends fashion and goes beyond the mat. Alo is available online at [www.aloyoga.com](http://www.aloyoga.com) and over 100 Alo Sanctuaries worldwide.