

SHAFTESBURY CAPITAL ENHANCES RETAIL OFFER IN SEVEN DIALS30th November 2023

For immediate release

Shaftesbury Capital has announced that **five new** brands have joined the Seven Dials neighbourhood located within its Covent Garden portfolio. Incorporating a mixture of UK debuts and permanent brick-and-mortar locations, these new additions continue to demonstrate the destination's ongoing appeal in attracting and nurturing independent and innovative brand debuts, as well as flagship store openings.

Marking their first permanent brick-and-mortar stores, independent British womenswear retailer **Odd Muse** and contemporary demi-fine jewellery brand **Missoma** have opened their debut flagship locations on Monmouth Street. Odd Muse's store at 44 Monmouth Street reflects the label's ethos of elegance and modernity, whilst Missoma at 46 Monmouth Street showcases a range of new collections, bespoke services and designer collaborations. Missoma's permanent Seven Dials flagship follows its successful pop-up in Covent Garden's iconic Market Building earlier this year.. **LAKRIDS BY BÜLOW**, the gourmet liquorice brand, has also joined the new retail line-up on Monmouth Street. Enhancing the confectionery and gifting offer within the estate, the new store features its range of handcrafted creations with exceptional flavours.

Joining Neal Street in the coming weeks is a UK debut for French men's skincare brand **Horace**, and further brand expansion for leading British shoemaker, **Loake**. Opening at 29 Neal Street, Horace will deliver its range of natural skincare in a modern and contemporary environment for the first time in the UK, underpinning the success of Covent Garden, in attracting and securing international firsts. British favourite Loake is also set to open a store at 62 Neal Street early next year, stocking the brand's staple, heritage footwear for men. Horace and Loake will join several established brands on Neal Street, including internationally renowned names, Space NK and Birkenstock, as well as cult British jewellery brand, Astrid & Miyu.

Marisa Hordern, CEO & Creative Director at Missoma, commented on the new opening: *"As a London brand through-and-through, we are so excited to have our first-ever permanent store here in Covent Garden. Missoma began over 15 years ago at my kitchen table in London, yet, despite its success and growth, I'm proud to say we still design every single one of our handcrafted pieces. We can't wait for our amazing community to experience the Missoma passion, energy, and creativity in store too. Following our successful pop-up in Covent Garden and the great reaction and turnout we received, we knew that this was the perfect place to stay. It's been a work of love designing the Covent Garden flagship store and this is just the start of what's to come!"*

Michelle McGrath, Executive Director, Shaftesbury Capital, added: *"Our Seven Dials neighbourhood continues to evolve into a hotspot for innovative concepts, independent stores, international flagships and the best of British, with the latest arrivals of Odd Muse, Missoma, Lakrids, Horace and Loake being testament to this. It is a huge vote of confidence that these five leading brands have all selected Seven Dials, Covent Garden to be their location of choice and we are proud to play a role in their ongoing*



success. From Odd Muse’s debut bricks and mortar store and Horace’s UK entry to Missoma’s continued recommitment to the neighbourhood , these latest announcements bolster the destination’s reputation as a hub for pioneering, high quality retail concepts.”

This latest news follows a flurry of activity across the Covent Garden estate, including the recent opening of luxury perfume house, Creed, the UK debut for French footwear and activewear brand, HOKA, as well as the introduction of high-profile, premium watch brands Hublot, Girard-Perregaux, Omega and Tissot, as well as fine jewellery brand Messika to the destination.

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For further information, please contact Felicity Strawson, Claire Cowan or Alice Bingley at Aver PR:
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 £4.9 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.

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