

SHAFTESBURY CAPITAL FLEXES APPEAL WITH SIGNING OF ALO YOGA IN COVENT GARDEN'S SEVEN DIALS

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For immediate release

Shaftesbury Capital has announced that **Alo Yoga**, the luxury activewear brand, has selected Covent Garden for a new UK location. The premium lifestyle brand is set to open its 5,000 sq ft anchor unit at the junction of Neal Street and Earlham Street, a key gateway to Covent Garden's Seven Dials neighbourhood. The entrance of the world-class brand to this prominent Seven Dials location emphasises Shaftesbury Capital's long-term strategy to curate a dynamic, mixed-used destination and cements Covent Garden's position as a hub for internationally renowned, highly specialist brands.

Alo Yoga's Covent Garden store will be located at 25a Neal Street, introducing its luxury collection of lifestyle and activewear to the West End. The entrance of the Californian-born brand marks a milestone in its UK expansion, joining over 100 Alo Sanctuaries worldwide as part of its mission to inspire mindful movement and create community. Spanning three floors, the anchor store will spotlight Alo Yoga's studio-to-street ethos, featuring its celebrity-favoured range of women's and menswear, designed to be comfortable, contemporary, and trend-forward. Products on offer will include activewear, loungewear, accessories, and a selection of wellness products.

The new Covent Garden store will be fitted out in a clean and bright aesthetic with exposed brick accents, designed to reflect its Californian heritage and provide a neutral backdrop to spotlight its range of performance-wear products.

Alo Yoga's new store will be located at the junction of two of Seven Dials' key thoroughfares, Neal Street and Earlham Street, occupying a prominent position which flanks the gateway to the Covent Garden neighbourhood. Alo Yoga will join the destination's roster of anchor stores from world-class performance-wear brands, with Neal Street being home to an upsized store from innovative outdoor retailer, **Finisterre**, and Earlham Street set to welcome a flagship location for Swedish footwear brand, **Axel Arigato**.

Michelle McGrath, Executive Director, Shaftesbury Capital, commented: "The signing of Alo Yoga is the latest in a series of key additions to the neighbourhood, with Shaftesbury Capital introducing 15 new brands to Seven Dials in the last 12 months, and nine retail signings this year alone. Attracting Alo Yoga demonstrates our dedication to bolstering the destination's unique blend of tenants, achieved through establishing innovative anchor locations for a host of international and independent brands. The neighbourhood is already home to an unrivalled selection of high-performance brands, and the arrival of Alo Yoga will further enhance this dynamic line-up, adding even greater diversity and expertise to an evolving Seven Dials offer as part of Covent Garden."

The signing of Alo Yoga follows the recent announcement that **Peak Performance**, the premium outdoor apparel brand, has selected Covent Garden to be the home of its first-ever UK store. The performance-wear retailer will open at 49 Long Acre marking an exciting milestone in the brand's global expansion journey, joining the recently opened flagship store on King Street from sister brand **Arc'teryx**.

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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 £4.8 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. 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 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 over 200 restaurants, bars and cafes.

www.coventgarden.london

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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 and over 100 Alo Sanctuaries worldwide.