

**SHAFTESBURY CAPITAL WELCOMES A QUARTET OF NEW BRANDS
TO COVENT GARDEN'S SEVEN DIALS NEIGHBOURHOOD**11th February 2026

For immediate release

Shaftesbury Capital has announced the signing of four new retailers in Covent Garden's Seven Dials neighbourhood, including a London first for Scottish brand **Islander**, and a new London flagship for **Code8 Beauty**.

These signings underline the destination's appeal as a hotspot for independent boutiques and retailers, as brands look to establish and build upon their London presence.

- **Code8 Beauty** will open an 800 sq ft flagship at 29 Monmouth Street this May. The London-born makeup brand, founded in 2019, delivers minimalist, high-performance makeup products, designed for speed and efficiency with its 'less is more' philosophy. With only one store currently in London, Code8 Beauty has selected Covent Garden's Seven Dials for its new flagship location, reinforcing the destination's role as a prime spot for emerging, independent brands. Alongside its dedicated team of professional makeup artists offering a range of beauty services and makeup masterclasses, the store will also introduce a bespoke lipstick experience and new engraving service, enabling customers to create personalised lipstick cases and makeup brushes.
- Menswear brand **Percival** will open a 900 sq ft store at 68 Neal Street. Founded in East London in 2010, Percival is known for reimagining classic menswear with a modern edge. The new store will stock a range of jackets, coats, suits, knitwear, jeans and more, as well as offer its personal styling services.
- Joining Code8 and Percival is ethical eyewear brand **MONC**, which is set to open its second store in London in April at 17 Monmouth Street, spanning 800 sq ft. MONC produces premium sunglasses and spectacles, with each frame responsibly sourced and crafted in Italy. The new store will reflect the brand's understated, pared-back aesthetic.
- Scottish brand **Islander** is also set to open in Covent Garden's Seven Dials later this year. Known for its Harris Tweed handbags, footwear and accessories, Islander currently operates seven stores across Edinburgh and St Andrews, with 29 Shorts Gardens marking the brand's first store in London. The space will host immersive Handbag Workshops, comprising a 60-minute experience where customers design and create their own bespoke satchel.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, commented: "Seven Dials plays a central role within the wider Covent Garden district, continuing to act as a highly effective launchpad for brands establishing flagship locations or making their London debuts. Our focus on curating the right mix of brands ensures the area remains dynamic, relevant and appealing, and the arrival of Code8 Beauty, Percival, MONC, and Islander reflects the ongoing strength of demand from brands seeking to be part of this vibrant destination."

Sophia Chikovani, Founder of Code8 Beauty, added: "The opening of our newest flagship in Seven Dials represents an important milestone for Code8's continued growth. Covent Garden was a natural choice — a destination where flagship stores flourish, and brands gain global visibility. As a recognised beauty hub and



home to some of the industry’s most respected names, Seven Dials offers the perfect environment for Code8 to thrive.”

These latest openings build on a strong year of leasing activity across Covent Garden, following 30 transactions completed in the Seven Dials neighbourhood in 2025, plus a series of new arrivals set to enhance the district’s diverse dining offer, including the upcoming opening of **Burro** in Floral Court as well as **Kricket**, the modern Indian restaurant, and **Buvette**, the French-inspired bistro in Neal’s Yard. The district will also welcome two UK debuts in the coming weeks, **Initio Parfums Privés** and **Matière Première**, further strengthening Covent Garden’s appeal as a holistic destination for standout global brands.

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For further information, please contact Aver PR at: 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 under management, valued at £5.2 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

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 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.

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