

PRESS RELEASE

SHAFTESBURY CAPITAL WELCOMES THE WOLF & BADGER FLAGSHIP STORE TO SOHO

22 January 2024

Shaftesbury Capital is set to welcome the UK **Wolf & Badger** flagship store at 102 Berwick Street. The Berwick Street store spans 1,400 sq ft and will present an ever-evolving curation of unique items from a dynamic range of over 100 independent and sustainable brands spanning all of the Wolf & Badger key categories: womenswear, menswear, jewellery, accessories and homeware.

The brand joins the line-up of leading fashion and lifestyle brands in Soho including **END.**, **Axel Arigato**, **Aime Leon Dore**, **AMI**, **Palace**, **Supreme**, **A.P.C.**, **JW Anderson** and **GANNI**.

Andrew Price, Executive Director at Shaftesbury Capital says *"We look forward to welcoming the flagship Wolf & Badger store to Berwick Street. The brand brings a unique retail experience to the Soho portfolio with its curated collection of British & international brands complemented with an evolving line-up of experiences in store."*

Soho is renowned for being a dynamic and diverse shopping destination with Wolf & Badger bringing yet another experience to the area for visitors to enjoy. The store will feature a dedicated pop-up space to host a regular schedule of events and experiences for visitors to the area and will include a floristry and plant shop plus a showroom for personal styling sessions.

George Graham, Co-Founder of Wolf & Badger says *"We are excited to bring our Wolf & Badger flagship to the heart of central London. Soho has always been the hub of creativity and is home to so many leading fashion and lifestyle brands so it feels like the perfect fit for the next step for the Wolf & Badger brand."*

Wolf & Badger will open on Berwick Street in February.

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Notes to editors:

About Soho

Soho is the creative hub of London's West End with a vibrant mix of independent and concept fashion stores, restaurants and bars. Soho's portfolio includes 39 shops and 31 restaurants, bars and cafes across several Soho streets including Berwick St, Broadwick St, Denman St and Brewer St. @ThisIsSoho / ThisIsSoho.co.uk

About Shaftesbury Capital



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

About Wolf & Badger

Wolf & Badger is a unique B-Corp Certified retail platform that champions independent brands with ethical provenance. Founded in 2010, by brothers Henry and George Graham, the award-winning retail platform promotes and supports over 2000 independent brands from around the world, connecting them to conscious consumers in 100+ countries. In addition to its award-winning online presence at wolfandbadger.com, the business operates stores in London, New York City and Los Angeles. Wolf & Badger is now the leading destination for independent and ethically sourced fashion, beauty, and lifestyle products, connecting consumers with brands that prioritise sustainability, transparency, and ethical practices. The platform is committed to offering a curated shopping experience that aligns with the values of conscious consumers.

Wolf & Badger

102 Berwick Street, Soho, London

www.wolfandbadger.com

IG: @wolfandbadger **Facebook:** facebook.com/wolfandbadger **Twitter:** @wolfandbadger