

**STRATHBERRY REAFFIRMS COMMITMENT TO SHAFTESBURY CAPITAL'S COVENT GARDEN
WITH UPSIZE AND RELOCATION**

24th October

For immediate release

Shaftesbury Capital has announced that **Strathberry**, the Edinburgh-based and internationally recognised brand specialising in luxury leather goods, has relocated its store within Covent Garden's historic Market Building, reinforcing the destination's enduring appeal as a hub for UK-founded luxury brands.

Capitalising on the success of its debut store, **Strathberry** has doubled the size of its Covent Garden Market Building boutique. The upsized unit, measuring c.1,200 sq ft, will enable the brand to expand its offering of exclusive products, signature bags meticulously handcrafted in Spain, and a curated range of luxury accessories, all of which can be personalised with on-site embossing services by the skilled team. Strathberry is currently stocked in over 90 doors globally and operates three standalone stores, of which Covent Garden is the largest. The newly upsized space features Strathberry's signature light and understated interior, incorporating natural materials such as teak and brass fittings. It will also include custom-made furniture handcrafted in Edinburgh. Strathberry has also opened a new office alongside its upsized store, solidifying the brand's expanded presence in the city and signalling Covent Garden's appeal as a destination of choice for both a brand's commercial and operational footprints.

William Oliver, Retail Leasing Director at Shaftesbury Capital, commented on the signing: "Shaftesbury Capital takes great pride in the collaborative, long-term relationships we foster with our partners, and Strathberry's decision to not only significantly upsize their store, but to also open their new London office in Covent Garden, is testament to this. It's extremely rewarding to see our partners go from strength to strength within the destination and continue to deepen their commitment to the area."

Guy and Leeanne Hundleby of Strathberry, added: "Whilst Strathberry is an internationally recognised brand, known globally for our elegance, outstanding quality and minimalism, the way in which we operate remains focused on the strong knit relationships we forge, be it with artisans in our workshops, or leading and supportive partners such as Shaftesbury Capital. Working hand-in-glove with Shaftesbury Capital has been a rewarding and fruitful process, which has allowed us to launch our new and enhanced store in Covent Garden.

We've truly enjoyed being part of such a vibrant area of London over the past couple of years and, by unveiling this beautiful new boutique, we are excited to enter this exciting next chapter of our journey. The new Covent Garden location will become the home of Strathberry in London – both a space where our customers can experience the craftsmanship of our products in person and a London hub for our growing team".

Taking residency in Strathberry's former store is luxury British lifestyle band, **Aspinal**, which has recently signed for the 250 sq ft Market Building space. Renowned for its 'quintessential English flair', Aspinal offers luxury lifestyle products including washbags and satchels, as well as in-store personalisation services on its products. Aspinal's signing at Covent Garden follows a number of other exciting entries including eco-conscious suitwear retailer, **Batch London**, and travel-inspired apparel brand, **Gandy's International**, both set to open later this year, and sustainable menswear brand, **NN.07**, which opened its debut UK standalone store in September.

-Ends-



For further information, please contact Aver PR at: coventgarden@averpr.com

Notes to Editors

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 £4.8 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).

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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 Strathberry:

Defined by elegant and understated lines and exceptional attention to detail, the Strathberry aesthetic is minimalist and contemporary, complemented by the signature Music Bar closure which makes each Strathberry handbag instantly recognisable. Its founders, the husband-and-wife team, Guy and Leeanne Hundleby, established Scotland's only luxury leather goods brand in the heart of Edinburgh. Their 10-year journey has seen a commitment to meticulous craftsmanship, drawing inspiration from nature, Scottish heritage, the creative arts and design, and as a result, Strathberry has become internationally recognized.

www.strathberry.com

@strathberry