

UNCOVER THE HEART OF LGBTQ+ LONDON: SOHO CELEBRATES PRIDE

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For immediate release

At the heart of Pride, Soho stands as the ultimate destination to continue the celebration this Pride Month. Renowned for its rich history of inclusivity, vibrant parades, and iconic LGBTQ+ bars and music venues, this central London hotspot will once again serve as the lively backdrop for a month packed with festivities.

This year, Soho will come alive with a dynamic line-up of in-store experiences across food, beauty, and fashion. Local businesses and residents will join in the celebration throughout Pride Month, leading up to the main event on Saturday 5th July.

What to See & Do:

[Aesop Queer Library](#): For those looking to dive into the literacy history of the LGBTQ community, luxury skincare brand, Aesop, will be hosting its annual Aesop Queer Library for a fifth year. From Thursday 3rd- Sunday 6th July the store will offer complimentary books by LGBTQIA+ writers and the library will explore multiple margins and stories from the intersection of queer and racial identities.

[Muehle](#): Get ready for Pride with 20% off across all treatments including Haircuts, Hot towel shaves (face and or head), Beard Sculpts and Organic Facials in the week running up the main parade day, Wednesday 2nd July – Saturday 5th July

Where to Shop:

[Pixi](#): Join Pixi on Saturday 5th July for their Pixi with Pride celebration, honouring love, inclusivity, and self-expression. Enjoy in-store festivities with music, drinks, glitter & glow makeup stations, and complimentary touch-ups. Plus, receive a free gift with purchases over £50—making it a standout stop during Pride weekend.

Where to Dine:

[Miznon](#): Stop by on Saturday 5th July for their vibrant Pride celebration, held in partnership with trans rights charity [Not A Phase](#) with a £1 donation added to every bill throughout Pride Month and a Pride Paloma cocktail which we are donating 50% of the profits. Finally on Pride Day they will be hosting a Pride Party, with a DJ set to bring the energy

Where to Drink:

[The Little Violet Door](#): On Saturday 5th July, come down before or after the Pride Parade for bottomless brunch from 12pm – 5pm. Additionally, dance the night away with a DJ led house party that evening from 9pm – late.

Wanting to continue the party? Soho's best late night spots:

- [Nightjar](#), 49-51 Kingly Street

- [Cahoots Underground](#), Ground Floor Kingly Court
- [SOMA](#), 14 Denman Street
- [Disrepute](#), 4 Kingly Court
- [Speedboat Bar](#), 30 Rupert Street
- [Bar Kroketa](#), 21 Beak Street
- [Ember Yard](#), 60 Berwick Street
- [The Little Violet Door](#), 9 Kingly Street
- [Ain't Nothin' But](#), 20 Kingly Street
- [Basement State](#), 8 Broadwick Street

ENDS

About Soho

Soho is a world-famous shopping and dining destination in the heart of London's West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it's home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London's dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

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