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For immediate release

US FASHION BRAND EDIKTED JOINS CARNABY STREET FOR EUROPEAN DEBUT

Shaftesbury Capital has announced that US fashion brand, **Edikted**, has signed for its European standalone debut at 52-55 Carnaby Street. The store will be the brand's first outside of the United States, as Shaftesbury Capital introduces another physical debut for a digital-native retailer, in Soho.

Edikted's **4,800 sq ft** space is located opposite **TALA**, which also made its UK debut with Shaftesbury Capital following online success. The new flagship store will stock an extensive selection of women's apparel and accessories inspired by streetwear, trending looks, and runway attire, adding to the neighbourhood's dynamic fashion offer.

Edikted will follow the likes of the recently launched **ALOHAS** and **Sheep Inc**, which, like **END** and **Axel Arigato** in previous years, sought out Soho for a physical store debut. Showcasing Shaftesbury Capital's ability to translate online success into offline, offering prime locations for brands transitioning into retail environments.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, commented: "Along Carnaby Street and across Soho, we've introduced a number of debuts from leading online retailers, as it's the perfect location for brands to recreate their digital presence through a physical retail experience. Launching on one of London's busiest shopping streets means Edikted is well placed to replicate the brand's phenomenal success at The Grove in Los Angeles and New York's Soho. Creating another exciting point of difference for Carnaby Street and reflecting exactly what our consumers want."

Mina Fam, Head of Retail at Edikted added: "We've already experienced significant success across our locations in the US, so as we look to officially enter the UK market, it's key we launch somewhere we can benefit from a dedicated and trend-savvy customer base. Carnaby Street has already established itself as a hub with a history of iconic flagship stores, in turn signposting it as a key location for us on the road to expansion. Surrounded by a mix of leading brands, we know we are in the right place to make our own mark."

This announcement follows the news that US backpack brand, **Eastpak**, recently launched its first UK flagship at 35 Carnaby Street. The new store showcases Eastpak's core collections of backpacks, luggage, and accessories, while serving as a physical hub for launching the brand's most anticipated collaborations.

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For further information, please contact: carnabyandsoho@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 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).

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 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.

[ThisSoho.co.uk](https://thissoho.co.uk) / @ThisSoho

About Edikted

Introducing Edikted: a Gen Z fashion brand heavily influenced by pop culture, technology and style. Focused on delivering the most-coveted styles, Edikted features clothing and accessories inspired by top streetwear looks, modern-day muses and runway trends. Everyone deserves access to affordable trend-lead fashion – and now, you'll have yours.

edikted.co.uk / @edikted