

HOW TO CELEBRATE THE LUNAR NEW YEAR IN SOHO

[Soho's](#) central location makes it the perfect hub to celebrate Lunar New Year, combining incredible dining, shopping, and a short stroll to Chinatown's unmissable festivities. Whether you're celebrating with friends, exploring shops, or soaking in the atmosphere, Soho offers a dynamic way to start the Year of the Snake.

Just a short walk away, Chinatown adds to the celebrations with its official festivities. On 1 February, enjoy the mesmerising lion dance performances from 11am to 5pm, as performers bring good fortune and ward off evil spirits in a colourful spectacle through the streets. On 2 February, the Chinese New Year parade takes centre stage, featuring vibrant floats and over 50 teams of performers, including Europe's largest gathering of Chinese lions and dragons.

Dine on Lunar New Year Lucky Foods in Soho

Celebrate the Year of the Snake with dishes that symbolise luck, prosperity, and happiness, served by Soho's standout restaurants:

[Speedboat Bar](#) brings bold Thai flavors to the Year of the Snake with its unique Snakeblood Negroni. This adventurous cocktail blends Yaa Dong—a traditional medicinal mix of roots and barks from Thailand—with citrus from Ryewater Nursery, vermouth, Campari, and a slice of bitter gourd.

[The Duck & Rice](#): Cantonese comfort food reigns supreme with crispy duck and traditional spring rolls served in a chic pub-inspired setting.

[Ugly Dumpling](#) Creative takes on dumplings with global flavours—perfect for sharing good fortune.

[Liu Xiaomian](#): Hand-pulled noodles with bold Sichuan flavours, ideal for celebrating longevity and health.

[BAO](#): Enjoy fluffy buns with Taiwanese small plates for a modern twist on Lunar New Year dining.

[Ramo Ramen](#) Celebrate with a Filipino-Japanese fusion twist featuring hearty noodle bowls full of flavour.

[Donia](#): Recently added to the Michelin Guide, Donia's Filipino-inspired dishes bring a unique take on Lunar New Year celebrations with vibrant flavours perfect for sharing.

[Yauatcha Soho](#): Indulge in exquisite dim sum, including delicate dumplings, crispy spring rolls, and expertly crafted noodles, all symbolising wealth and longevity.

Shop Lunar New Year Exclusives

Explore Soho's mix of stores and shops, many of which offer Lunar New Year-themed products, perfect for gifting or as a keepsake.

[Missoma](#) has released a small Lunar New Year capsule collection, which will be available in stores. The collection includes red chalcedony gemstones which are known for bringing emotional balance and ability to promote generosity.

[Astrid & Miyu's](#) Garnet Serpent Ring celebrates Lunar New Year with its elegant serpent design and deep red garnet gemstone, symbolising prosperity and good fortune.

[Levi's](#) has launched a unique Lunar New Year collection featuring details fitted with 24K gold. This distinctive collection combines the brand's iconic denim styles with luxurious gold accents, adding a festive and premium touch to celebrate the occasion.

[Paul Smith](#) will usher in the Year of the Snake with a stunning Lunar New Year shoot to present their special capsule collection that blends signature style with festive flair. Customers can pick up the 'Year of The Snake' embroidered sweatshirt and t-shirt as part of the collection.

[Swatch](#) marks the Year of the Snake with a vibrant and dynamic collection. Featuring five bold watches that radiate power, strength, and good luck - it's the ultimate way to accessorise and celebrate the Lunar New Year.

[Muji](#) welcomes the Year of the Snake with its CNY collection, highlighting a lucky red selection that embodies growth, wisdom, and positive change. Perfect for adding a touch of tradition and good fortune to your celebrations.

[Dr. Martens](#) steps into the Year of the Snake with a bold and edgy collection designed in snake-embossed, full-grain leather that signifies intelligence and refined taste in the Chinese zodiac. Combining iconic designs with festive inspiration, it's a standout way to celebrate in style.

[MAC](#) celebrates the Lunar New Year with its Luxe Luck collection, featuring vibrant shades and opulent finishes inspired by the Year of the Snake. Perfect for adding a touch of glamour and good fortune to your festive look.

How to get there

Situated in the heart of central London, Soho and Carnaby Street are well served by all forms of public transport and are easy to reach by underground, road, and rail.

By Tube: Oxford Circus is the nearest underground station to Carnaby Street. Leicester Square and Picadilly Circus are the nearest underground stations to Chinatown.

We recommend checking TFL before travel.

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.

[ThisisSoho.co.uk](https://thisissoho.co.uk) / @ThisisSoho

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, 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). 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.