Jamie Miller Lights Up Carnaby Street with Surprise Performance of Chart-Topping Hit Babydoll at Christmas Lights Switch-On



Photo caption: *Carnaby Street Presses Play On Christmas with the Christmas lights switched on by current UK number 1 artist Jamie Miller and hosted by Laura Whitmore'*

***London, UK, 4th November 2026*:** Carnaby Street gets Christmas in London off to a chart-topping start as Jamie Miller made a surprise appearance with a performance of current UK number one single *Babydoll* at its 2026 Christmas lights switch-on.

Reimagining the spirit of a British Christmas in the 90s for today, creating a Christmas that feels familiar but looks completely new, the '*Press Play on Christmas*' switch-on was hosted by broadcaster, presenter and Choose Love ambassador **Laura Whitmore.** Current UK number 1 artist, **Jamie Miller**, the first Welsh artist in 15 years to top the UK Singles Chart, switched on this year's Christmas lights, before taking to the stage with an exclusive performance of his current chart-topping single, *Babydoll,* all under the glow of the vibrant neon lights.

Press Play on Christmas is inspired by a time when shopping was a day out, discoveries happened in person, and festive memories were made together. Beyond the lights, Carnaby Street and the surrounding streets of Soho came alive with roaming musical performances showcasing a soundtrack of 90s classics and much-loved Christmas hits. For the first time, visitors were also invited to the *Press Play on Christmas* stage where they were captured under the lights with a gifted Polaroid photo for a festive keepsake from the evening. Soho's renowned stores and boutiques offered exclusive discounts and perks, to celebrate the spirit of togetherness of shopping in store in person, whilst Choose Love opened their Choose Love festive pop-up shop for the season.

Jamie Miller said: "*It's amazing to be part of such a special evening in the heart of London on the iconic Carnaby Street. There is something so magical about Christmas lights in London that brings everyone together and Soho has such a brilliant energy, especially at this time of year. It's been fantastic to see so many people come out to celebrate together here in Carnaby Street."*

Laura Whitmore said: "*Christmas brings everyone together and it's wonderful to be here on Carnaby Street to kick start the festive season! I'm also here to celebrate the opening of the Choose Love pop-up store, a cause very close to my heart, bringing its incredible work right into Soho. Christmas is a time to think about those who may need a little extra support, so I hope people will take the opportunity to visit the shop, get involved and show their support for such an important cause on Carnaby Street."*

The bright neon colours and playful energy of the lights create a vibrant backdrop for festive celebrations, late-night shopping and moments shared together throughout the season. Soho invites visitors to explore beyond the main street and discover the independent boutiques, international brands, restaurants and bars that make Soho one of London's most distinctive destinations.

The celebrations also provide opportunity to support charitable causes during the festive season, with two charity partnerships offering different ways to give back, whether you're picking up a gift or settling in for dinner.

Restaurants and bars across Soho and Carnaby Street are helping diners give back, in partnership with StreetSmart UK. From 1 November until 31 December, participating venues, including Heard, Cahoots Ticket Hall, Kolamba and The Palomar, are adding a voluntary £1 donation per table to the bill, with 100% of donations going directly to local projects tackling homelessness and supporting vulnerable people across the UK.

The Choose Love festive pop-up shop on Carnaby Street is a charity shop with a difference, with every purchase supporting refugees and displaced people around the world. Alongside Choose Love merchandise and a curated edit of fashion and beauty gifts, the shop stocks essential supplies and life-saving items, from hot meals and winter coats to medical kits and clean water, so every purchase helps change a life at a time when help is needed more than ever.

Carnaby Street's unique festive atmosphere is brought to life not only by its lights but also through its unrivalled mix of shopping and dining. Visitors can discover fashion must-haves and gifting ideas from both new and established stores including EDIKTED, Sephora, Kookai, TALA, Pureseoul, Farm Rio, Charlotte Tilbury, GANNI, END., Astrid & Miyu and Kiehl's, alongside independent concept boutiques and international flagships.

For those looking for a little respite post-shopping, the food and drink scene in Carnaby Street and Soho continues to shine just as brightly. Recent openings include Vagabond, Dumbo, JENKI, Solis, Padella and Saltwater along with existing favourites such as Shaston Arms, ALTA, Majories, Goldies, The Little Voilet Door, Ria's and Heard.

Throughout the season, Carnaby Street and the surrounding streets of Soho invite visitors to enjoy festive celebrations, late-night shopping and moments shared together. Visitors can capture their own festive memories at the Kingly Court photobooth, while the Kingly Court entrance will also provide a picture-perfect backdrop for Christmas snaps. Later this month, weekly shopping nights will launch across the area, bringing even more reasons to visit with live music and exclusive brand offers.

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Notes to Editors

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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.

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