



P R E S S R E L E A S E

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**CHINATOWN LONDON SECURES DEBUT LOCATION FOR
PAN-ASIAN RESTAURANT, YIQI**

Shaftesbury Capital has announced the signing of debut Pan-Asian restaurant concept, YiQi, on Chinatown London's Lisle Street.

Set to open this summer, the YiQi menu will celebrate different cuisines from across the ESEA region. This includes fragranced South East Asian delicacies, comforting regional Chinese favourites, Korean classics, and Japanese art-like dishes, to create a dynamic dining experience in the heart of Chinatown London.

YiQi's debut will employ innovative cooking methods, from Sous Vide to Teppanyaki and Binchotan, a form of grill cooking using the most revered charcoal in the world. The recipes and techniques have been created by Chef Lum Wah Cheok, who has worked for Hakkasan and Yauatcha.

Located on Chinatown London's 14 Lisle Street, the 2,000 sq ft restaurant will display a curated interior design, creating an atmosphere reminiscent of a typical rural East Asian restaurant. The space will feature carefully selected finishes and artwork, for an authentic and relaxed ambiance.

Kevin Cheong, Concept Creator at **YiQi** commented: "YiQi brings together a variety of authentic ESEA dishes within one beautiful setting, brought to life by the exceptional and renowned Chef Lum Wah Cheok. Launching our restaurant in an



environment where East Asian culture is represented and celebrated is particularly important to us, and we can think of no better place than Chinatown London.”

Andrew Price, Executive Director at Shaftesbury Capital added: “The YiQi concept brings together centuries of dining heritage, culture, and innovation, which aligns perfectly with the experiences we aim to create at Chinatown London. YiQi is yet another brand to have selected Chinatown London to open its doors for the first time, safe in the knowledge that we attract the most engaged and knowledgeable audience on ESEA cuisine in Europe.”

The signing of YiQi follows the announcement that beloved character turned globally recognised brand, Miffy, has recently launched its first-ever standalone pop-up activation in Chinatown London. The classic storybook character has been brought to life on Chinatown London’s 78 Shaftesbury Avenue, showcasing a collection of Year of the Rabbit-themed merchandise as well other limited-edition products.

ENDS

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Chinatown London

China is changing and traditional values are being complemented by new ideals and trends, inspired by other parts of the Far East and the West. This is influencing what Chinese people and visitors expect in Chinatown. Shaftesbury Capital understands this and is experiencing directly the evolution of China, spending time in its cities to see, taste and hear what is happening first hand.

Whilst inherently Chinese, under Shaftesbury Capital’s long-term curation and partnership with the community, Chinatown is evolving to reflect the changes occurring in the Far East, creating a mix of tradition and modernism that makes cities such as Shanghai, Beijing, Tokyo and Seoul some of the most exciting places in the world. Centrally located and one of the best-connected destinations in the capital, Chinatown is served by many underground stations, as well as the Elizabeth line at Tottenham Court Road.

中国城

中国正在经历翻天覆地的变化，而在东亚其它地区和西方的影响下，中国的许多传统价值也正在和新的理念与潮流相融合。这样的变化也在影响着中国人与其他地方游客对中国城的看法与



期待。Shaftesbury Capital 对这样的趋势有着深刻的理解，而且也对中国的高速发展有着直接的体会。在过去的一段时间里，Shaftesbury Capital 的一些员工被派往中国，亲自去观看、去品尝、去倾听今天中国的脉搏。

虽然伦敦中国城本质上还是中国传统的延伸，但在 Shaftesbury Capital 长期的精心策划与管理下，并且在与当地社群的合作下，中国城正在成为反映亚洲巨变的一面镜子。如今，中国城和上海、北京、东京、首尔等等许多令人激动的亚洲城市一样，成为了一个传统与现代相互碰撞、相互融合的地方。

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 £4.9 billion, extends to 2.9 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of restaurants, cafés, bars, shops, residential and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho, and Chinatown, together with holdings in Fitzrovia. 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 and the Johannesburg Stock Exchange. www.shaftesburycapital.com

Our purpose

Our purpose is to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value.