

PRESS RELEASE

COVENT GARDEN ANNOUNCES 'FESTIVE SATURDAY IN SEVEN DIALS' - A NEW TRAFFIC-FREE CHRISTMAS CELEBRATION & FESTIVE SINGALONG



26th November 2025

- **Covent Garden announces a new pedestrianised festive event in London's West End**
- **The one-day traffic-free Festive Saturday in Seven Dials** takes place 6th December and will transform the neighbourhood into a pedestrianised Christmas shopping destination.
- The event highlight will be a **free Community Carol singalong** led by **Some Voices** choir, suitable for families, Londoners and visitors alike.
- Part of Covent Garden's "The Theatre of Christmas" campaign, for one-day only, visitors can enjoy **free entertainment, exclusive offers and magical seasonal moments**.
- Throughout the day, there will be **exclusive shopping offers** including complimentary gifts with purchase at **Charlotte Tilbury, Guerlain, Miller Harris, Neal's Yard Remedies and Kapten & Sons**, as well as up to 20% off at **Dinny Hall, Moleskine, Nappa Dori** and more.
- **Complimentary personalisation, festive fizz and gift wrapping** will be available on the day at **Aspinal of London, AWAY, Byredo, ELEMIS, Guerlain, Longines** and more.
- Exclusively for the day, seasonal must-have **mulled wine**, will be served at the pop up '**Box Office Bar**' and the **Seven Dials Market** 'boozy mulled wine & hot chocolate cart', as well as offered to customers at **Kapten & Sons**, along with their traditional German non-alcoholic 'Kinderpunsch'.

On Saturday 6th December, Covent Garden will host a **one-day traffic-free Festive Saturday in Seven Dials**, transforming the neighbourhood into a pedestrianised Christmas shopping destination filled with free entertainment, exclusive offers and magical seasonal moments.

From **11:30am–7:00pm**, visitors can wander the traffic-free streets and enjoy gifting experiences and bespoke in-store activations, including free monogramming on luggage tags and charm making with purchases at **AWAY**, Christmas calligraphy workshops at **Moleskine** and calligraphy, engraving and wax stamping on purchases at **Byredo**. Special offers and discounts will be available on the day at **Dinny Hall, For Arts Sake, Moleskine** and **Nappa Dori**, as well as gifts with purchase, including a complimentary Christmas stocking at **Charlotte Tilbury**, a festive pouch with stocking fillers at **Guerlain** and a free wash bag, cross body bag or wallet at **Kapten & Sons**.

Restaurants and cafes throughout the Seven Dials neighbourhood and beyond will also be serving up seasonal offers for the day, including complimentary mulled wine at **Chez Antoinette**, boozy hot chocolates and mulled wine at **Seven Dials Market** and an exclusive menu for the day at **Café Kitsune** that includes a Mint Hot Chocolate and Hojicha Honey Latte.

The atmosphere is designed to bring festive energy to the West End, making Christmas shopping feel easier, more joyful and truly celebratory for Londoners and visitors alike.

As dusk settles, the neighbourhood will host a **Community Carol sing-along at 6:00pm** beneath the Seven Dials Sundial Pillar and its glittering canopy of lights. For the first time, 60 members of the **Some Voices choir** will lead audiences at the landmark for an uplifting evening of song, complete with mulled wine, mince pies and shared song sheets, set to be one of the season's unforgettable moments in Covent Garden. Donations to **Acting for Others**, Covent Garden's charity partner, will be welcomed on the day.

After enjoying the day in Seven Dials, visitors can continue the festivities by heading over to Covent Garden's Piazza, home to the historic Market Building and the world-famous 55-foot Christmas tree, where a full programme of pop-ups, installations and seasonal dining experiences awaits.

Festive Saturday in Seven Dials forms part of Covent Garden's wider "The Theatre of Christmas" campaign and is supported by SheerLuxe. For further information on the Christmas programme, new openings, experiences, shopping and dining visit Coventgarden.london

-Ends-

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www.coventgarden.london

*For all media enquiries, request for interviews or images, please contact The Beacon PR:
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Notes to Editors

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 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).

www.shaftesburycapital.com

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 Covent Garden

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as 200 restaurants, bars and cafes.