

PRESS RELEASE

MORE JOY BRINGS PRIDE TO COVENT GARDEN AS THE SUMMER SEASON BEGINS

12th June 2023

- *Covent Garden has partnered with More Joy by Christopher Kane to create **More Joy x Covent Garden: Pride Installation***
- *Over 2,000 unique pride flags will adorn the iconic Market Building spreading messages of joy, togetherness and support to the LGBTQ+ community, with charitable donations being made to **Pride in London***
- *A number of Covent Garden tenants are also celebrating Pride with a range of activities and offers throughout the month, including **Charlotte Tilbury, Shake Shack, Happy Socks, Seven Dials Market, Ollie Quinn and Adorn the Common***
- *Summer activities will continue with the launch of the **Covent Garden Wine Cellar** in honour of English Wine Week alongside Piazza pop up's from **NáNá Café** and **Pink Diesel**, lawn games with **The Croquet Club** and a Cuban Terrace with **Santiago De Cuba***
- *Covent Garden will also play host to **daily screenings** of this year's Tennis with The Eastbourne International Tennis Tournament being live streamed from the 28th June and the **Wimbledon Championships** from 3rd - 16th July*
- *The estate will offer over **1,300 al fresco dining seats across more than 75 restaurants** making it the ultimate London destination for Summer dining, including terraces from **SUSHISAMBA, VyTA, The Oystermen, Ladurée** and many more*

Covent Garden is kicking off Summer celebrating all forms of love with an immersive installation from **More Joy** by **Christopher Kane** for **London Pride**, charitable donations, Pride themed food and drinks offerings across the estate and the continuation of the colourful rainbow hued bollards on Floral Street.

The central London home of entertainment, dining and shopping has partnered with **More Joy** by Christopher Kane to create **More Joy x Covent Garden: Pride Installation** to spread positivity, togetherness and support to the LGBTQ+ community. Drawing inspiration from the Pride rainbow flag, over 2,000 multi-coloured flags will adorn Covent Garden's iconic Market Building, with seven different designs sharing a variety of messages of Joy for the Pride celebrations. These flags will be on display from 8th June until the end of the Summer.

To raise funds for Pride in London, Covent Garden and More Joy will share an Instagram post on 1st July, and for every like, Covent Garden will donate £1 to the charity, to support the LGBTQ+ community.

More Joy's Christopher and Tammy Kane commented: "We are thrilled to be partnering with Covent Garden this Summer on the Pride installation. More Joy is a brand with meaning; as people, we know that when we surround ourselves with positive affirmations, it can be a powerful transformative tool to raise moods, mental health, and overall well-being. For this collaboration we have created 7 affirmations; More Pride, More Peace, More Me, More Queer, More Fun, More Love, More You. More Joy is a message worth sharing."



A number of Covent Garden tenants will also be celebrating Pride with a range of activities and offers throughout the month, including **Shake Shack**, **Happy Socks**, **Charlotte Tilbury**, **Tatty Devine**, **Seven Dials Market**, **Ollie Quinn**, **Radisson Blu Mercer Street Hotel** and **Adorn the Common**.

This Pride, **Shake Shack** is joining forces with London Friend and Pride CYMRU, supporting the charities' work with a limited-edition Pride Shake, donating £1 from every Pride Shake sale during the month of June. This year's shake is made with cookie butter frozen custard hand spun with rainbow crispies and topped with whipped cream and sprinkles.

For visitors seeking a colourful beauty look, **Charlotte Tilbury** will be glowing with pride and hosting a drag masterclass with Miss Mitsie Monroe on 16th June. All guests will receive a complimentary glass of prosecco and a beauty gift. Lighting up the sky exclusively on 1st July is **Radisson Blu Edwardian Hotel**, Monmouth Street, with the hotel being lit with the vivid colours of the rainbow in celebration of London's Pride parade.

For cocktail lovers, **Seven Dials Market** has *Feelin' Spritzzy* and *Berry Proud* cocktails on offer throughout June where £1 from each celebratory cocktail sold will be donated to the charity MindOut. For art lovers, **Adorn the Common** will be hosting a pre-Pride cocktail party on 1st July, for guests to sip whilst browsing their original paintings, limited edition prints, homewares and soft furnishings.

For fashionistas, **Happy Socks** are encouraging everyone to 'Walk with Pride' with their Pride Socks Gift Sets of which 10% of net sales will be donated to InterPride, the international association of all Pride event organizers worldwide. Independent British jeweller, **Tatty Devine**, has a Pride-ready Shooting Star Necklace in support of the Terrence Higgins Trust, with £5 from each sale being donated to the charity that supports those living with HIV. Independent eyewear brand, **Ollie Quinn**, is collaborating with **They Made This** to host an in-store exhibition throughout Pride month, featuring works from four different artists including Margo in Margate, YeYe Weller, The Daily Pennants and Rose Stallard.

For other Summer celebrations, the **Covent Garden Wine Cellar** has launched to celebrate English Wine Week (17-25th June), including bespoke offers and pairings from restaurants and bars as well as a number of pop ups on the Piazza. Across the estate visitors can enjoy wine menus, paired wine dinners and tastings as well as exclusive pop ups, partnerships and wine subscriptions.

Bespoke tasting menus with paired wines will be available at **Frenchie**, **Balthazar**, **The Covent Garden Hotel** and **Clos Maggiore**. **Bedford Street Wines** will offer a one off £30 wine tasting event on 13th June and **The Petersham** will also host a series of wine dinners and tastings throughout June and July. **Radley** will host a sparkling wine shopping event in store, with English Sparkling wine provided by *The Uncommon* whilst **VyTA** are partnering with Laurent Perrier Champagne throughout June and July to curate a special paired menu with Laurent-Perrier's iconic Cuvée Rosé Champagne. Guests can buy a loved one a cheese and wine subscription from **The Cheese Bar** or visit **Dirty Martini** with friends and family to enjoy a wine package with either three bottles of house white, rosé or red or two bottles of Prosecco or Rosé Prosecco for £50. Other perfect spots serving English wine for visitors to enjoy include newly opened **Gaucha**, **The Wine Place**, **Henrietta Hotel**, **Pivot**, **Grays & Feather**, **10 cases**, **Story Cellar**, **Compagnie des Vins Surnaturels** and **Monmouth Kitchen**.

As part of the celebrations FeverTree and Beefeater Gin will bring **The Croquet Club** to the East Piazza, where visitors can enjoy a game of croquet on one of two lawns for £10pp, whilst enjoying bespoke cocktails and classic serves alongside charcuterie and grazing boards served from their 1960 Airstream. Back by popular demand, **NáNá Cafe** will return to the East Piazza with their pop up bar, in partnership with Ridgeview Wine Estates, serving a selection of white, red, rosé and sparkling wines all sustainably produced in Sussex. Female founded carbon neutral Rosé brand **Pink Diesel** will also pop up after last years much loved Rosé Festival.

Covent Garden will host live **tennis screenings** daily on the East Piazza with The Eastbourne International Tennis Tournament being live streamed from the 28th June and **the Wimbledon Championships** from 3rd - 16th July. Viewers can enjoy the live tournaments in deck chairs with refreshments from Pimms and strawberries & cream served on site.



Adding to the al-fresco heart of London this Summer, **Dirty Martini's Cuban Terrace with Santiago De Cuba** will transport guests to a Cuban paradise from 27th June – 11th July, with guests able to sip on cocktails including Daiquiris, Pina Coladas and Rum Punch as well as enjoying a variety of Cuban street food.

Elsewhere in the neighbourhood, diners can enjoy the Summer skies at one of over 1,300 al fresco dining seats at over 75 al fresco dining terraces in some of the area's most loved restaurants, including **GAUCHO, La Goccia, The Oystermen, Frenchie, SUSHISAMBA, Sticks 'n' Sushi, Ave Mario**, and more.

For retail therapy, Covent Garden has a mix of one-of-a-kind and flagship stores across fashion, beauty and lifestyle in an open-air shopping environment. The very best of retail brands across Covent Garden's cobbled streets include **Aesop, Apple, Away, Bucherer, Charlotte Tilbury, GANNI, Glossier, Jo Malone London, Kick Game, Kiehl's, Le Labo, Mulberry, Penhaligon's, RAINS, Reformation, Uniqlo, Theory, Tom Ford Beauty, Tiffany & Co.** and more.

For further information on drinking, dining and shopping, offers and things to do in the area please visit www.coventgarden.london or visit @CoventGardenLDN

-Ends-

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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.

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**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.

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 over 200 restaurants, bars and cafes.

www.coventgarden.london

About More Joy by Christopher Kane:

More Joy is, first and foremost, a community creating bonds between like-minded people open to Joy. Since its launch, More Joy has partnered with the musicians HAIM and Elton John, collaborated with the brands Le Specs and Havaianas, as well as hosting pop-ups with the V&A Dundee, Selfridges, Soho House and Galeries Lafayette Paris. For all Christopher Kane and More Joy media enquiries please contact

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www.morejoy.com