

PRESS RELEASE

ENJOY A ROYAL ATMOSPHERE IN SEVEN DIALS, COVENT GARDEN OVER THE CORONATION WEEKEND

24th April 2023



- Over **1,000 Union Jack flags** adorn the cobbled streets of Seven Dials, Covent Garden for a truly royal backdrop
- Luxury florist **Maison de Fleurs** brings Highgrove-inspired floral installation to Neal's Yard
- Discover exclusive Coronation products as well as offers across brands such **Neal's Yard Remedies, Fresh and Ron Doff**
- Embrace tradition with **Covent Garden Hotel's** Coronation-themed afternoon tea or **Seven Dials Market's** selection of royal-inspired menus

Ahead of the Coronation weekend celebrations, Seven Dials in Covent Garden announces a regal array of offers and exclusive products found throughout the West End village's cobbled streets. Complete with a royal makeover which sees Seven Dials' surrounding streets festooned with over 1,000 Union Jack bunting-style flags, Seven Dials is the ideal place to spend this historic weekend.

Inspired by King Charles' beloved Tibetan Garden at Highgrove, luxury florist **Maison de Fleurs** has created a vibrant floral display to give a royal theme to the entrance of **Neal's Yard**. Covering the tunnel in delphinium, lavender and cyclamen flowers, an underplanting of blue and purple flowers will be added

throughout the Coronation week. The plants used will then be donated to **The Phoenix Garden**, a local community garden and registered charity which provides a green retreat from the stresses of the city and a valuable habitat for urban wildlife.

Seven Dials Market will also be participating in the celebrations. Alongside a **pop-up bar** serving a selection of King's Coronation cocktails, there will be royal-inspired dishes including **Yum Bun's** 'Pork Bun Royale', **Bad Boy Pizza Society's** 'Coronation Aubergine Pizza', **Ong Ong Buns'** 'Coronation Chicken Bun' and **Wheelcake Island's** 'Double Cheesy Wheelcake'.

For those looking to make a royal pitstop, **Brasserie Max** at **Covent Garden Hotel** has given their afternoon tea a Coronation-themed transformation. Available from now until the 31st August, the tea includes sandwiches, freshly baked scones and sweet treats including opera cake and lemon cremeux, decorated with unique Union Jack designs. Introducing a tippie fit for a king, the brasserie has also created a 'Royal Cocktail' for their tea menu - inspired by the King's love of whisky and Darjeeling tea. The distinctive infusion also blends Cointreau, lemon and English sparkling wine so visitors can raise a toast in style.

Elsewhere, iconic London beauty and wellness brand **Neal's Yard Remedies** is launching a 'Best of British Beauty Box'. The bundle contains products using home-grown ingredients, including Geranium & Orange Hand Cream, Aromatic Foaming Bath Wash, Aromatic Body Butter and Wild Rose Beauty Balm.

Other highlights include:

- **Experimental Perfume Club's** new 'Smell like a King' fragrance
- **Ron Dorff's** offer of a free gift with every purchase
- **Fresh's** 30% discount on everything in-store, excluding sets
- **Ole & Steen's** strawberry-topped Kroningskage (Coronation Cake)
- **Escapologist's** 'Double Your Bar Tab' offer, available on Bank Holiday Sunday
- **Home Slice's** Coronation Special Pizza in collaboration with chef James Cochran
- **Kati Kaia's** 'Great British Gut Health Box' in collaboration with Todelli, which contains the best ingredients for gut health and is all sourced from ethical, independent British makers
- **Compagnie des Vins Surnaturels** have a selection of premium Champagnes available, including Vadin-Plateau Renaissance Cumières 1er Cru Extra-Brut and Georges Laval Garennes Extra-Brut

For those planning to visit Covent Garden, the Piazza will be host to a wide selection of activities over the weekend, as well as 4,000 Union Jack flags. Featuring a quintessentially British pop up, **The Crown Jewels**, and a unique **art installation** from Insta-famous artist **Jimmy C**, discounts are also available from British brands including **Mulberry**, **Paul Smith** and **Charlotte Tilbury**.

T&Cs apply on all deals, discounts and offers.

To find out more about what's on offer in Seven Dials this spring, head to www.sevendials.co.uk

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Mischief

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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.

Shaftesbury Capital shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange.

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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.

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