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For immediate release

SHAFTESBURY CAPITAL ANNOUNCES ARNE POP-UP IN SOHO

Shaftesbury Capital has announced that ARNE, the digitally native contemporary clothing and footwear brand, will open its highly anticipated Soho pop-up on 1st November.

Located at 5-7 Carnaby Street, the 4,500 sq ft pop-up will run throughout the festive period, showcasing its popular menswear and womenswear collections and sought-after footwear in the heart of Soho. Known for its minimalist, high-quality design and strong online following, ARNE's physical retail activation demonstrates the brand's confidence in the world-renowned fashion district's strong footfall and brand synergy.

This latest letting showcases Shaftesbury Capital's ongoing strategy to curate a dynamic and diverse tenant mix, supporting both emerging and established brands for a comprehensive shopping experience in one of London's most vibrant districts.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, said: "Our upcoming activation with ARNE reflects our commitment to supporting digitally native brands as they expand into physical retail, and cements Carnaby Street and Soho's reputation as a platform for innovative and experience-led concepts. We continue to attract a high calibre of brands that recognise the unique appeal and commercial strength of Carnaby Street and Soho, and are eager to be part of this constantly evolving retail destination."

Ryan and Reece Broadhurst, Co-Founders of ARNE, added: "Soho has always been a special location for us, it's the perfect location to directly connect with our community and showcase the full ARNE experience. This pop-up represents the next step in bringing our vision to life in a space that reflects our values around quality and design, and we look forward to being a part of this iconic neighbourhood throughout the festive season."

The news follows a wave of recent hospitality signings and openings across Soho in the lead-up to the festive trading period. Notable additions include the launch of smash burger concept Heard and Northern Spanish-inspired ALTA, both tailored to the destination's demand for a constantly evolving mix of F&B to complement its retail offer.

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For further information, please contact: carnabyandsoho@averpr.com

Notes to Editors

About Shaftesbury Capital

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).



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 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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