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10,000 SQ FT OF FIRSTS AS SOHO AND CARNABY STREET PROVIDE LAUNCHPAD FOR SEVERAL NEW BRANDS

Shaftesbury Capital has announced the addition of eight new retail brands to **Carnaby Street and Soho**, six of which being debut UK stores, highlighting the destination's international appeal and ability to provide a platform for best-in-class retail.

- **EME Studios** has launched its first-ever store in the UK on Carnaby Street, the 1,500 sq ft space opposite Farm Rio introducing the Spanish brand's ranges across men's, women's, and unisex clothing, inspired by modern streetwear. The opening completes the transformation of the southern entrance onto Carnaby Street, which also includes Edikted, Sephora, and TALA, all having launched first-of-their-kind spaces to great acclaim, within the last 18 months.
- Joining Eme Studios on Carnaby Street is **Offspring**, its 3,000 sq ft West End flagship focused on fashion-led footwear. Offspring is returning to the West End, having launched its first store just over 30 years ago on Neal Street, within Shaftesbury Capital's Seven Dials neighbourhood.
- **Meller** has found its first standalone UK store on Foubert's Place, set to open in January. Following success across Europe, the 2,000 sq ft boutique has been designed to show off the brand's innovative range of sunglasses, amongst brands such as Brandy Melville and Subdued, which cater to a younger demographic.
- Also bringing a national debut to Soho is **GODS**, having signed for a 1,850 sq ft space at 25 Beak Street, just around the corner from Eme Studios. GODS also hails from Spain, focused on streetwear items such as hoodies, t-shirts, and denim, and is due to launch its first-ever UK store this month.
- **Horace** has also opened a few doors down into 570 sq ft on Beak Street, just its third standalone space in London, providing tailored grooming and skincare products for men.
- Next door to Horace is the recently launched **Essential Parfums**, now operating a 795 sq ft boutique. Its first standalone store outside of France has a classically minimalist, Parisian aesthetic, designed to celebrate some of the country's most renowned perfumers.
- **Bouncewear** is now on Berwick Street for a 1,050 sq ft permanent bricks and mortar UK debut, opposite the likes of Blackhorse Lane Ateliers and Farah. It specialises in basketball attire, from retro and modern shoe collections to clothing and accessories, designed for the sport.
- Nearby, **Service Works** has opened its first standalone store at 95 Berwick Street, occupying 700 sq ft. Its contemporary collections take inspiration from chefs' workwear, adapting the styles for everyday use. The opening marks the brand's move into bricks-and-mortar retail and adds to Berwick Street's growing mix of London-born brands, joining Wear London and Wolf & Badger as part of a hub for distinctive clothing and accessories.

William Oliver, Director of Retail and Restaurant Leasing at Shaftesbury Capital, said: "Throughout Carnaby Street, and Soho more widely, you are able to shop stores and concepts that cannot be found anywhere else in the country. Both destinations have a great track record for enabling new entrants, and this round of lettings proves that whether an online native UK-based brand, or an international favourite looking to build a presence here, Carnaby Street and Soho cannot be beaten as physical retail environments. Each of these eight new brands bring something different to the West End, adding exciting new options for our prime locations that our visitors will enjoy discovering."

This year alone Carnaby Street's retail offer has been transformed, with the aforementioned brands also joined by the likes of a UK debut for Kookaï, a first in the West End for K-Way, and new European flagship for Kiehl's, building on 2025 which benefited from landmark lettings to brands such as Charlotte Tilbury and PURESEOUL.

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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 £5.6 billion, extends to 2.8 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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