

**A FRESH NOTE FOR KING STREET AS MATIERE PREMIERE
OPENS UK DEBUT IN COVENT GARDEN**

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For immediate release

Shaftesbury Capital has announced that French luxury fragrance house **Matière Première** has opened its first UK store at 31 King Street, Covent Garden, marking a significant milestone in the brand's international retail expansion and reinforcing Covent Garden's position as a leading destination for luxury beauty.

Founded on a radical approach to perfumery, Matière Première is known for centring each fragrance around a single, exceptional natural raw material, used in high concentration and sourced to the highest standards. The new c.700 sq ft Covent Garden store showcases the full portfolio of scents, allowing customers to engage directly with the brand's craftsmanship and creative philosophy in its own dedicated store for the first time in the UK.

The opening places Matière Première at the heart of London's West End beauty landscape, within a neighbourhood that has already attracted high-profile fragrance and beauty brands such as **Byredo, Creed, Chanel, Diptyque, Dolce&Gabbana, Le Labo, Penhaligon's, Tom Ford** and many more, soon to be joined by the UK store debut for **Initio Parfums Privés**. Matière Première will fit seamlessly alongside an array of high-quality brands already present on King Street, such as **Apple, Arc'teryx, Glossier, Reformation** and **Polo Ralph Lauren**.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, commented: "Beauty is an important category for Covent Garden which continues to grow year on year, and Matière Première is an excellent example of the quality of brand we are actively seeking to attract. Our leasing approach focuses on curating a best-in-class mix that enhances the district's global appeal and supports long-term brand growth. The arrival of Matière Première at King Street reflects both the strength of the location and Covent Garden's continued evolution as a leading destination for luxury beauty."

Matière Première's opening follows a period of sustained leasing activity across the portfolio, with a flurry of new brands set to take space in Covent Garden's Seven Dials neighbourhood. This includes flagship openings for **Code8** and **MONC**, as well as **Islander** and **Percival**, underlining the continued growth of Covent Garden as a launchpad for beauty and fashion brands looking to establish a presence in the capital.

-ENDS-

For further information, please contact Aver PR at: coventgarden@averpr.com

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.

www.coventgarden.london @coventgardenldn