

PRESS RELEASE

COVENT GARDEN WELCOMES 10 NEW OPENINGS THIS CHRISTMAS

17th November 2022

- 10 new brands are opening in Covent Garden for Christmas 2022
- Luxury Swiss watch brand **Tudor** and perfumers **Parfums de Marly** are opening retail stores in Covent Garden
- New late night dining and music venue **Stereo**, from the Experimental Group, will open on the Piazza
- The estate will host retail pop ups from cult jewellery brand **Missoma**, Swiss watchmaker **Jaeger-LeCoultre**, Italian superbrand **Dolce&Gabbana**, and digitally native brand **Lounge Underwear**
- Coffee brand **L'Or Coffee** will open on Henrietta Street offering a cafe and coffee masterclasses
- **Tanqueray** will open a Winter Terrace on the Piazza serving a menu of hot spiced punch, mulled wine and more

Covent Garden, the home of experiential retail and unbeatable festive experiences, today reveals the 10 new brands that will launch on the estate for Christmas 2022. Brands launching for the festive season include **Tudor Watches**, **Parfums de Marly**, **Stereo**, **Missoma**, **Jaeger-LeCoultre**, **Dolce&Gabbana**, **Lounge Underwear**, **Cambridge Satchel Co**, **L'Or Coffee** and **Tanqueray**, with all launching new stores, retail pop-ups or Piazza activations through November and December, as part of Covent Garden's wide-ranging festive shopping and dining experiences.

Adding to Covent Garden's luxury jewellery and retail offering, **Tudor Watches** is opening in partnership with luxury watch retailer Bucherer late November. The new mono-brand store in Covent Garden's Royal Opera House Arcade will offer a variety of exclusive watches and personal shopping experiences for customers for the festive season and beyond.

Parfums de Marly, will be opening in Covent Garden's Market Building adding to the luxury beauty offering the estate is renowned for. Opening mid-December, the Haute Perfumery Maison will be retailing its male, female and unisex signature collections alongside scented candles and gifts.

Stereo, the new late night dining and music venue by international hospitality brand Experimental Group, will open from the 9th December at 35 The Piazza. Inspired by the vibrant late-night cultures of New York and London, complete with undertones of Parisian chic, Stereo will offer an expertly curated mix of music, an American inspired menu by restaurateur Andrew Clarke and an extensive drinks menu. Vision of award-winning hospitality design studio Afroditi (Lucky Cat by Gordon Ramsay, Dishoom, Rosewood Hong Kong, Bala Baya), the venue will feature a central island bar, raised stage and restaurant complete with a 14-metre wall mural, all set to capture the timeless values of old-school New York with endless elements of fun.

Missoma will open its first physical store in Covent Garden's Market Building this Christmas, from Sunday 20th November until the end of January. The store at 8 Market Building, will offer shoppers the chance to wrap up their gift lists, get styled and enter an immersive experience to discover the brand's most sought-after jewellery pieces, including collaborations with Harris Reed, Lucy Williams, and Savi, plus their Missoma Fine collection of solid 14ct gold pieces. In the lead up to Christmas, the store will also

offer weekly Missoma and Mirabeau Styling Nights as part of Covent Garden's Festive Thursday shopping evenings.

Jaeger-LeCoultre will create an exhibition space on the East Piazza from 15th - 24th December, paying homage to its iconic Reverso timepiece. From the Vallee de Joux, the pop-up will offer unique fine-watchmaking experiences, a Michael Murphy installation and a 1931 Café space inspired by art deco design.

Lounge Underwear will open its first retail pop-up to the public from 3rd – 11th December at 7 James Street. Well-known as a powerhouse online lingerie brand, retailing underwear and lounge apparel, the pop-up will also offer an array of workshops and experiential activations for customers to take part in.

The **Cambridge Satchel Co.** will be opening a pop-up store in the Royal Opera House Arcade this festive season too. The much loved brand's pop-up will include a selection of British handcrafted leather bags and customisable accessories for customers to purchase.

L'Or Coffee will be opening at 4 Henrietta St from 23rd November until 23rd December to showcase its coffee machines, a mocktail bar and patisserie. In-store, guests will be able to sit in and enjoy barista-made coffee, purchase the brand's coffee machines as well as book a series of coffee masterclasses.

In partnership with **Dirty Martini, Tanqueray** will be taking over the East Piazza with their Winter Terrace from 22nd November to 10th December. Guests can enjoy take away treats of hot cranberry and clementine punch, Baileys hot chocolate, Belsazar mulled wine and more.

Dolce&Gabbana has launched its first ever Piazza pop-up bringing a taste of Italy to the heart of central London, open now until 15th January 2023. The Italian luxury and lifestyle brand has installed a Christmas Market including food and drinks, Dolce&Gabbana Casa gift ideas, ready-to-wear fashion, sneakers and an exclusive Covent-Garden-only t-shirt with a London print. The pop-up also includes products from Dolce & Gabbana partners *Fiasconaro*, *Donnafugata*, *Pasta Di Martino* and *Baci Perugina*. As part of the partnership, Covent Garden's Insta-famous swing has also been given a festive Italian makeover by the brand.

Covent Garden has launched its magical Christmas celebrations with a dazzling estate-wide festive display and a programme of exciting events. The world-famous Christmas tree is now lit with 30,000 lights, and over 115,000 lights sparkle across its historic pedestrianised streets. There are new exciting family photo moments, weekly shopping evenings with gospel choir performances and festive performances at the **Royal Opera House**. Visitors can also look forward to the return of the **snowfall** from 1st – 31st December as well as celebrate the **Christmas Sandwich Festival**, from 3rd to 10th December which will see unique takes on the Christmas favourite, - recipes for this year include a cookie dough sandwich from **Blondies Kitchen**, smoked salmon on dark rye from **Lilly's Cafe**, a winter tartine from **Chez Antoinette** and a Brillat-Savarin, ham and black truffle sandwich from **Frenchie**.

Covent Garden's mix of British and international restaurants will also continue to serve the most exciting festive menus from Big Mamma's **Ave Mario**, **Cora Pearl**, **SUSHISAMBA**, **Flat Iron**, **The Ivy Market Grill**, **Balthazar**, **The Petersham**, **La Goccia** and many more.

For further information on new openings, experiences, shopping and dining visit [Coventgarden.london](https://www.coventgarden.london)

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For all media enquiries, requests for interviews or images, please contact:

Capco Covent Garden

Catherine Riccomini

Tel: +44 (0)20 7395 5499 / Catherine@capitalandcounties.com

Mission

Covent Garden Press Office: +44 (0)20 7845 7800 / capco@thisismission.com

Capco Covent Garden:

Covent Garden is a leading retail and dining destination and is one of the most vibrant estates in the heart of central London. The area is home to a wide variety of British, global and independent brands including Chanel, Tom Ford, Tag Heuer, Vashi, Glossier, Peloton, KICKGAME, Reformation, Tiffany & Co., Ave Mario, Balthazar and SUSHISAMBA, with upcoming openings from Tudor and the Experimental Group.
www.coventgarden.london

Capital & Counties Properties PLC ("Capco")

Capital & Counties Properties PLC is one of the largest listed property investment companies in central London and is a constituent of the FTSE-250 Index. Capco's landmark estate at Covent Garden was valued at £1.8 billion (as of 30th June 2022) where its ownership comprises over 1.1 million square feet of lettable space. As of the date hereof, Capco owns a 25.2 per cent shareholding in Shaftesbury PLC. Capco shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange.
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