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For immediate release

K-WAY SET TO MAKE WEST END DEBUT ON CARNABY STREET

Shaftesbury Capital has announced that premium French outerwear brand, **K-Way**, has signed for a new flagship at 26-27 Carnaby Street, Soho, its first in the West End.

The brand will occupy a 1,400 sq ft space in London's dynamic fashion neighbourhood. K-Way will showcase its extensive selection of outerwear at Carnaby Street, across menswear, womenswear, childrenswear, and accessories. The London flagship store will incorporate unique products and act as a hub for events, building on K-Way's experience in successful brand collaborations, which already includes luxury designers Fendi and Comme des Garçons, and streetwear brands such as Universal Works and Palace.

K-Way has become so iconic in Western Europe that it is listed in French and Italian dictionaries, signifying a 'cagoule'. The now 60-year-old brand, an innovator in waterproof design, is backed by Permira, an investor partner that has supported the growth of dozens of retailers, such as Carnaby Street and Covent Garden favourites Dr Martens and Reformation.

This West End debut space, within the Shaftesbury Capital portfolio, places the brand alongside other retailers committed to establishing a strong physical retail presence, including the recent signing of Edikted for its European debut store. Benefiting from elevated footfall and a diverse consumer base spanning tourists, office workers, and local residents, the destination is often a first-choice location for brands new to the UK market.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, commented: "As one of London's busiest shopping destinations, Carnaby Street is so often at the forefront of brands' 'must-have' locations, and K-Way is no exception. We are focused on partnering with ambitious brands that elevate our customer mix and stand out in the West End, and the inclusion of K-Way is evidence of that approach. Its track record of partnership, collaboration with other quality brands and how it's delivered, has created a real sense of excitement about what they can bring to Carnaby Street, and how our visitors will respond to it."

Lorenzo Boglione, CEO of K-Way added: "Our goal for K-Way is to pursue a path of structured growth and consolidation across Europe's key markets. The opening on Carnaby Street represents a pivotal step in this strategy: an iconic location with strong cultural and creative relevance, that offers international visibility and direct engagement with a highly engaged community."

This announcement follows the news that US fashion brand, Edikted, has signed for its European standalone debut at 52-55 Carnaby Street, the first of its kind outside of the United States. The 4,800 sq ft flagship store will stock an extensive selection of women's apparel and accessories inspired by streetwear, trending looks, and runway attire.

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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.

[ThisisSoho.co.uk](https://thisissoho.co.uk) / @ThisisSoho

About K-way

K-Way® is one of the brands owned by the BasicNet Group, which also includes Kappa®, Robe di Kappa®, Jesus® Jeans, Superga®, Briko®, Sebago®, Woolrich®, and Sundek® - leading brands in sports and leisure apparel, footwear, and accessories. BasicNet operates worldwide through a network of entrepreneurs who, under license, manufacture or distribute products for the Group's brands. In turn, BasicNet provides them with research and development, product industrialisation, and global marketing services. All company processes are carried out exclusively via the Internet, making BasicNet a "fully web-integrated company." Headquartered in Turin, BasicNet has been listed on the Italian Stock Exchange since 1999.