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For immediate release

AUSTRALIAN WOMENSWEAR RETAILER KOOKAÏ TO MAKE UK DEBUT ON CARNABY STREET

Shaftesbury Capital has announced that Australian-owned womenswear retailer, **Kookaï**, will open its debut permanent UK location in the coming months, at 37 Carnaby Street.

Securing a 1,800 sq ft flagship space, Kookaï will introduce its contemporary womenswear to the fashion-forward destination. Defined by femininity, confidence, and independent style, the brand exclusively designs from its Melbourne studio, positioning the retailer as a distinctive and compelling addition to the destination's curated fashion mix.

Kookaï's upcoming Carnaby Street store marks the national debut of the brand's refreshed iteration. Its new look and feel builds on success across Australia, New Zealand and Europe, having grown to more than 57 boutiques in recent years.

The brand joins a cohort of contemporary fashion labels that have selected Soho as a strategic entry point into the UK retail market over the past six months, including **ALOHAS** and **Edikted**. The signing also coincides with a period of significant brand investment across the destination, as established retailers including **Nobody's Child**, **New Era** and **IZIPIZI** have refitted their stores, introducing the latest concepts to enhance the shopper experience.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, commented: "This fresh version of Kookaï coming to Carnaby Street for a UK debut, closely following in Edikted's footsteps, reinforces Soho's position as the sought after launch destination for brands. Its vibrant mix and visitor audience draws in both emerging and established retailers, alongside the long-standing success that has become synonymous with the neighbourhood."

Bianca Vagner Cromb, Creative Director of Kookaï, added: "As a brand we're making major moves towards growth, and our upcoming UK debut in Soho is a major milestone. A location such as Carnaby Street provides an optimal opportunity to connect with our customer demographic, whilst the destination's reputation for uplifting similar brands in their transition into the UK market ensures we are well-positioned for a successful debut."

This announcement follows the news that premium French outerwear brand, K-Way, has signed for a flagship at 26-27 Carnaby Street, its first in the West End. 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, and will occupy a 1,400 sq ft space to showcase its extensive selection of outerwear across menswear, womenswear, childrenswear, and accessories.

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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 / @ThisisSoho

About KOOKAÏ

KOOKAÏ is an established Australian-owned women's fashion brand, founded in 1992. All collections are designed exclusively from its Melbourne Head Office, where the business operates under the leadership of Managing Director Rob Cromb.

Supported by the next generation of leadership, CEO Viktor Vagner Cromb and Creative Director Bianca Vagner Cromb, KOOKAÏ has evolved into a successful international fashion brand.

The brand operates boutiques across Australia, New Zealand, Spain and Switzerland, alongside a global e-commerce platform serving customers worldwide.

KOOKAÏ maintains vertically integrated production through its own manufacturing facilities in Fiji and Sri Lanka, ensuring consistency of quality, ethical production standards and operational control. The brand's disciplined approach to design, production and operations has supported significant growth across key international markets, including the United Kingdom.



KOOKAI's philanthropic arm, the Katalyst Foundation, delivers long-term sustainable programs supporting remote and underprivileged communities in Fiji. The Foundation advances initiatives across education, health, social and public welfare, employment and training, and provides disaster relief when required.

Our Purpose To empower women through fashion while leading initiatives that uplift and support communities in need.

@kookai_australia