

PRESS RELEASE

COVENT GARDEN PARTNERS WITH AMERICAN EXPRESS ON LONDON'S ONLY AMERICAN EXPRESS WINTER WORLD

2nd December 2021

- The **American Express Winter World** on Floral Street is an enchanting winter wonderland offering immersive experiences, bespoke gift wrapping and festive refreshments for the first three weekends in December
- A strategic partnership sees Covent Garden become one of American Express' most popular areas for Cardmembers to shop and dine
- Exclusive Covent Garden offer, where American Express Cardmembers receive a statement credit when shopping at over 100 participating retailers throughout December

Covent Garden, the home of experiential retail and magical festive experiences, today announces its partnership with American Express for Christmas 2021, with the launch of the **American Express Winter World**. As part of the strategic partnership, Covent Garden is now one of American Express' most popular areas for Cardmembers to shop, dine and use their card. Over 100 retailers and restaurants now accept the card across the estate.

From 3rd December, London's first American Express Winter World will open on Floral Street offering shoppers the chance to take a break from shopping and immerse themselves in an enchanting winter world. Visitors can enjoy an icy beverage or snowcone at The Drift, the lounge's snow-topped bar; receive a gift wrapping tutorial from an expert; attend a snow globe making workshop within the lounge or snap a festive picture at the Christmas lights experience, before heading into Covent Garden to continue their festive celebrations. The lounge will open from Friday to Sunday on the first three weekends of December from 12pm - 7pm (12pm - 6pm each Sunday). American Express branding will also be live across the Covent Garden estate throughout December, including vinyl billboards, custom signage and tote bag distribution.

This strategic partnership has been created to ensure continued awareness and support of Covent Garden's retailers and restaurants throughout the festive season. From 1-24 December eligible American Express Cardmembers will receive a £10 statement credit when they spend £50+ across multiple transactions with Covent Garden's participating shops and restaurants including Apple, Charlotte Tilbury, Tiffany & Co. SUSHISAMBA, The Ivy Market Grill and many more. Enrolment required, full terms and conditions apply.

Dan Edelman, General Manager, UK Merchant Services at American Express, added: *"We're thrilled to join forces with Covent Garden on this exciting experience, which will drive increased footfall and spend with our merchants during the key festive trading period. We're proud to champion businesses of all sizes by encouraging people to come out, spend and celebrate."*

For further information about the American Express Winter World visit [Coventgarden.london](https://www.coventgarden.london)

-Ends-

@CoventGardenLDN

#CoventGarden

coventgarden.london

Notes to editor:

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 now home to a wide variety of British, global and independent brands including Chanel, Tom Ford, Vashi, Strathberry, Ave Mario, Balthazar and SUSHISAMBA, with upcoming openings from Glossier and Reformation. 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 £1.7 billion (as of 30 June 2021) 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. www.capitalandcounties.com

American Express:

American Express is a globally integrated payments company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at www.americanexpress.com/uk and connect with us on facebook.com/AmericanExpressUK, instagram.com/americanexpressUK, linkedin.com/company/american-express, twitter.com/AmexUK, and youtube.com/AmericanExpressUK.

Key links to products, services and corporate responsibility information: [charge and credit cards](#), [business charge cards](#), [travel services](#), [merchant services](#), [corporate cards](#), and [corporate responsibility](#).

Terms & Conditions:

- These Offer Terms (including the offer description above) set out the key terms of our Covent Garden offer. Please make sure you read these together with our [General Offer Terms](#), which contain important additional terms, including information about when statement credits or points can be reversed or lost.

- Statement credits will be awarded for eligible transactions using your Card during the offer period, as explained above and within these Offer Terms and General Terms. A statement credit should appear on your Card account statement within five days from the date you made an eligible transaction but may take up to 90 days from the Offer End Date. By saving the Offer to your Card, you agree to all our Offer Terms. Apple Finance is excluded from this offer.
- Offer valid at the following participating location(s): [Click here](#)
- Book and pay by the offer end date.
- Offer is not valid on any orders made on the shop floor via staff merchant iPads/tablets. Offer excludes purchases of gift cards and vouchers. Available in participating store(s). Only one credit per UK Card.
- This offer only applies to purchases on the Card to which the offer is saved (including where the Card has been added to a mobile wallet).
- Purchases made through “payment facilitators” are not eligible and will not count towards your spend for the purposes of the offer. A payment facilitator is an intermediary that accepts payments on behalf of the seller of the goods/services. Payment facilitators can include some online payment platforms/marketplaces, and entities that provide certain card acceptance products (such as mobile card readers) to sellers of goods/services;
- Transactions that are subsequently cancelled or refunded will not count towards your spend for the purposes of the offer.
- By enrolling and making a qualifying purchase, you acknowledge that to enable you to redeem the offer, American Express may share certain transaction data and the first digits of your account number with the merchant to reconcile and assess the offer. For more information about how we share your information with the merchant, please review our [Cardmember Privacy Statement](#).
- We will use your personal information such as name, email address, account number and transaction information to manage your participation in the offer and to track your spend. Please see our [Cardmember Privacy Statement](#) for details of how we use your personal information.