

PRESS RELEASE

COVENT GARDEN BECOMES LONDON'S BIGGEST FLORAL ART GALLERY THIS SUMMER, AS IT JOINS CHELSEA FRINGE

Covent Garden will bloom this summer as the area welcomes London's largest outdoor floral art gallery to the estate. From 19th May until 24th June, Covent Garden will celebrate 'Covent Garden in Bloom', as part of the Chelsea Fringe celebrations.

Covent Garden is taking part in Chelsea Fringe 2018, with a conceptual floral installation titled 'Moments of Reflection', located on Covent Garden's East Piazza. The garden will be adorned with large mirrors, inviting visitors to take a floral selfie and spare a moment or two for reflection. Designed by Gavin Jones and Covent Garden's newly installed Head Gardener, who nurtures over 3,500 plants that live on the estate.

The living wall of the installation will be a celebration of Britain's favourite spring blooms and will feature **20** different species of flowers including foxgloves, wallflowers, geraniums, petunias, lobelias and more, in an assortment of bright summer colours.

Complementing the flower installation, a community herb garden with over **10** different herbs will be planted in the Piazza including thyme, rosemary, parsley, fennel, ivy and strawberries. A selection of Covent Garden's restaurants and bars including **Frenchie**, **Petersham Nurseries**, **Vini Italiani** and **Lima Floral** have created bespoke cocktails and dishes using these herbs. Local schools and community centres will be attending insightful and interactive workshops, led by Covent Garden's Head Gardener, to learn about creating their own herb garden.

Over 40 of Covent Garden's much-loved brands and restaurants will join in the festivities and blossom with botanical windows, in-store displays and floral products. **Bailey Nelson** has partnered with floral artists WORM to create a cloud of flowers, while the **Henrietta Hotel** will feature an outdoor elderflower flower wall installation to celebrate their partnership with elderflower liqueur brand St Germain. **Atelier Cologne**, **Floral Street fragrance** and **Miller Harris** will decorate the benches outside their store with flowers and plants and **Daniel Wellington**, **K.Way** and **Pandora** will be welcoming shoppers with beautiful floral archways. **Petersham Nurseries** welcomes customers to an immersive masterclass to learn how to create the ultimate floral arrangement on 30th May.

Covent Garden beauty stores will be celebrating the garden returning to Covent Garden with special events, limited offers and exclusive floral and botanical treatments and products. **Tom Ford** will be offering exclusive consultations highlighting their top floral Private Blends from 19th – 22nd May, **Jo Malone London** will be celebrating their Blossom fragrance launch with a floral pop-up, ice-cream van and flower cart in the East Piazza; **AVEDA** will be offering special blow-dries using botanical products from their range and 45 minutes ayurvedic facials with products inspired by nature.

Covent Garden's Central Avenue will welcome a pop up gifting bonanza for Covent Garden 'In Bloom' with beauty brands such as **Charlotte Tilbury**, **Miller Harris**, **NARS** and **Penhaligon's** showcasing spring's must-have trends and products. **East India Company**

COVENT GARDEN

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Balthazar Boulangerie, **Hotel Chocolat** and **Sweetheart Cupcakes** will be tempting visitors with summer themed sweet and savoury treats.

Londoners can take a moment to relax on the benches in Covent Garden's East Piazza pop-up garden, and visitors of **Petersham Nurseries** can enjoy al fresco dining in Floral Court, a beautifully planted central courtyard.

@CoventGardenLDN #coventgardeninbloom

-Ends-

For a full schedule of events and booking details, visit the Covent Garden webpage www.Coventgarden.london

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About 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, Petersham Nurseries, Tom Ford, Balthazar and Frenchie, with upcoming openings from RedFarm, SushiSamba and Mariage Freres.

Capital & Counties Properties PLC ('Capco') is responsible for the management of over 1.1 million sq. ft. of space at Covent Garden valued at £2.5 billion (as at 31 December 2017). Under Capco's stewardship, Covent Garden has been transformed into a world-class destination, welcoming over 40 million customer visits a year and 140 new brands since 2006.

www.coventgarden.london

About Capital & Counties Properties PLC (Capco):

Capital & Counties Properties PLC is one of the largest investment and development property companies that specialises in central London real estate and is a constituent of the FTSE-250 Index. Capco's landmark London estates at Covent Garden and Earls Court were valued at £3.5 billion as at 31 December 2017 (Group share). The company is listed on the London Stock Exchange and the Johannesburg Stock Exchange.

www.capitalandcounties.com