SHAFTESBURY CAPITAL

COVENT GARDEN

PRESS RELEASE

COVENT GARDEN SETS THE STAGE FOR CHRISTMAS AS "THE THEATRE OF CHRISTMAS" RETURNS

22nd October 2026

- *The curtain rises on Christmas in **Covent Garden** on Thursday 12th November as the iconic West End destination invites visitors to experience **'The Theatre of Christmas'** and its **50ft Christmas tree and iconic decorations** return*
- ***300,000 LED lights** will illuminate the streets alongside **40 gigantic bells with bows, 12 giant baubles** and **8 spinning mirror balls** in the Market Building, while the Norwegian Spruce Christmas tree is adorned with over **30,000 LED lights** and **200 baubles***
- *New for 2026, **'The Forest of Theatre'** will bring a collection of spectacular Christmas trees inspired by much-loved West End productions to the Market Building. Featured shows include **MAMMA MIA!, Sinatra The Musical, Moulin Rouge! The Musical, SIX, Hadestown, The Play That Goes Wrong, My Neighbour Totoro, Little Dancer** and **Legally Blonde***
- *Covent Garden's famous **hourly snowfall** returns to the West Piazza **throughout December***
- *Every **Thursday** from **12th November,** expect **performances** from **choirs and iconic musicals**, as well as offers from **leading shops and restaurants***
- ***Exclusive pop-ups** add to the celebrations, including **Hunter**, marking its **170th anniversary** with a special activation on the Piazza, alongside **Chelsea Peers** and **Piper Heidsieck***
- *Unlock exclusive offers through **Showtime Specials**, with complimentary cocktails and discounts for theatre ticket holders.*
- ***New restaurants** include **Burro**, **Bubala, Cassette** and **Heard**, alongside grab and go favourites **Puffy Cookies** and **Junk Burger.** For **pre-theatre dining** and **post-show cocktails**, guests can enjoy **Ave Mario, Balthazar, Clos Maggiore, HENRI, SUSHISAMBA** and **The Ivy Market Grill,** or step inside the kitsch Christmas experience of **Miracle** on **Russell Street***
- *Covent Garden's Christmas shopping brings together global flagships, independent boutiques, luxury beauty and fashion, with gifting inspiration, personalisation and styling services from **Axel Arigato, Chanel, Dolce & Gabbana, Jo Malone London, Mulberry, Paul Smith, Reformation** and **Tom Ford***
- *From the **glittering tree** and **giant baubles** to **hourly snowfall, free West End performances** and **Santa's Grotto** at the **London Transport Museum**, alongside **unmissable shopping** and **dining experiences, Covent Garden is set to steal the show this Christmas***

This festive season, **'The Theatre of Christmas'** returns, transforming Covent Garden into one of the world's most iconic festive destinations, setting the stage for unforgettable experiences, joyful celebration and world-class shopping and dining. Celebrating the area's rich heritage of theatre and performance, **'The Theatre of Christmas'** brings a seven-week festive programme of live performances, magical events, pop-ups, world-famous decorations and exclusive shopping discounts, alongside drinking and dining experiences throughout the **Piazza**, **Market Building**, **surrounding streets** and **Seven Dials**.

Covent Garden's world-famous Christmas lights return to the heart of London

Covent Garden's iconic Christmas lights and decorations return to the heart of London, with **40 gigantic gold bells with glittering red bows, 12 giant baubles** and **8 spinning mirror disco balls** transforming the historic

Market Building. With over **29 miles of gold leaf** and **275 kilos of glitter** suspended overhead, the destination offers a free-to-enjoy festive experience and one of London's most dazzling, globally renowned backdrops. The iconic **50ft Norwegian Spruce Christmas Tree** returns to the Piazza, adorned with over **30,000 LED lights** and **200 baubles**, while a further **300,000 LED lights** illuminate the surrounding streets, Seven Dials and Neal's Yard. The magical moment of illumination will be televised for the first time at select venues across the area, with more details to be announced.

On 12th November, when **'The Theatre of Christmas'** opens for all to enjoy, visitors are invited to celebrate the switch-on evening with festive treats and tipples across Covent Garden. Guests can enjoy mulled wine at **Chez Antoinette**, traditional Swedish glögg at **Gudrun Sjoden**, festive menu offers at **Burro, Pivot Bar & Bistro** and **Story Cellar**. **ADOH!, Islander** and **Saint + Sofia** will offer celebratory fizz, while **Byredo** hosts a wooden charm engraving activation and **Longines** offers Swiss bakes, festive treats and Silent Pool mulled wine & cocktails from 5pm. Elsewhere, **JENKI** will offer 20% off their seasonal specials for the day, including a Spiced Brown Sugar Latte and a Giner & Honey Matcha, **NAPPA DORI** offers a complimentary personalised luggage tag with select purchases and **Happy Socks** hosts welcome drinks, music and goodies, bringing the whole neighbourhood together to mark the start of the festive season.

The Forest of Theatre

Bringing the magic of the West End to Covent Garden, **'The Forest of Theatre'** will reside in the historic Market Building from 12th November, celebrating the neighbourhood's place at the heart of London's Theatreland. Inspired by some of the West End's most iconic productions, including **MAMMA MIA!, Sinatra The Musical, Moulin Rouge! The Musical, SIX, Hadestown, The Play That Goes Wrong, My Neighbour Totoro, Little Dancer** and **Legally Blonde**, the installation will feature a collection of spectacular 9ft Christmas trees, uniquely designed to bring the world of a beloved production to life creating a free festive installation throughout **November and December**.

The Iconic Covent Garden Snow Flurry Is Back to Delight Visitors This Festive Season

If snow doesn't make the forecast for London this year, there's no need to worry - Covent Garden's Snow Flurry will once again bring winter magic to the neighbourhood. **From 4th December**, snow will fall daily, on the hour every hour from **midday to 9pm** for 2 minutes. This yearly tradition continues to be a free to enjoy experience and to conclude the season, there will be a **final flurry** at midnight on **31st December**.

Festive Thursdays and Moments of Magic Land in Covent Garden

This Christmas, Covent Garden is bringing the magic of the stage to its streets with the launch of **'Moments of Magic'.** Visitors can stumble upon surprise and delight moments, such as spontaneous musical performances and unexpected treats at any time, on any day, plus the chance to win on the spot prizes.

Golden Ticket Giveaways will give lucky customers the chance to win a £50 theatre voucher towards a performance of their choice at over 150 major West End theatres. Further details will be revealed soon.

'Festive Thursdays' returns **every Thursday from 12th November to 24th December**. Expect surprise performances from West End casts including **Six, My Neighbour Totoro, Hadestown,** and more. Festive **choir performances** will also take place and stop by the **London Transport Museum** shop on selected Thursdays for special performances from some of London's most talented young classical and jazz musicians.

'Festive Thursdays' activity also includes in-store and dining experiences. Such as **Chez Antoinette** and **SPYSCAPE** offering free tipples on Thursdays, while **Story Cellar** will add an exclusive Thursday dessert of a traditional Christmas inspired Bûche de Noël, or Yule Log. **Neal's Yard Remedies** are offering customers a festive tea blend whilst both **Deciem** and **AWAY** offer product personalisation. In the lead up to Christmas French perfume house **MATIÈRE PREMIÈRE** is offering weekly, ticketed masterclasses and complimentary engraving and calligraphy when purchasing a fragrance

Exclusive Pop-Ups You'll Only Find in Covent Garden

From **9th to 25th November**, **Hunter** will celebrate its landmark 170th year with an immersive giant boot box pop-up on Covent Garden's Piazza, bringing the brand's British heritage, craftsmanship and innovation to life. Shoppers can discover a curated selection of exclusive gifting items and offers, alongside bespoke personalisation. **Chelsea Peers** will be popping up on 14th November with complimentary hot chocolate,

inviting visitors to step inside their festive phone box and share their favourite Christmas memories. A **Miffy Christmas Shop** will take residence at 29 Henrietta Street until the end of the year, adding to the festive shopping offering.

From **4th December to 2nd January, Piper-Heidsieck** will bring its 'Piper Piano Room' to the Piazza in partnership with **Courtyard Wine Cellars,** combining a Champagne bar with an intimate cabaret Piano space. Piper-Heidsieck champagne will be served alongside seasonal fizz cocktails while visitors can enjoy live jazz, pop classics and performances from London's finest vocal talent and pianists every weekend.

Miracle at Russell Street celebrates its tenth year, transforming into a kitsch Christmas chalet serving seasonal cocktail creations including the **Christmapolitan** and **Snowball Old Fashioned**. For a tipple while exploring the neighbourhood, **The Thirsty Farrier** will be live in the iconic Apple Market from **4th November – 3rd January**, serving Christmas favourites including **Festive Aperol Spritz, Spiced Margaritas** and **Merry Mai Tais,** alongside new **'The Theatre of Christmas'** inspired cocktails, **The Panto Punch** and **The Sugar Plum Bramble**. From **11th – 22nd November, The Box Office Bar** will offer spiced apple cider, mulled wine and festive treats, while the popular **Mulled Wine Cart** returns to Central Avenue throughout the season, serving warming festive drinks, mince pies, gingerbread and sweet treats.

Enjoy A Night At The Theatre

Whether you're looking for a family favourite like **Matilda The Musical,** which is celebrating its 15th year at the Cambridge Theatre in Seven Dials, and **The Lion King**, now in its 27th year at the Lyceum, or a must-see musical like **Jesus Christ Superstar,** which opens at Covent Garden's Theatre Royal Drury Lane, there is something for everyone.

This Christmas, the classic production of **The Nutcracker** by **The Royal Ballet** returns to **the Royal Opera House** from **3rd December – 13th January.** Throughout November and December, **the Royal Ballet and Opera** is also running an unforgettable Nutcracker Christmas tour, **The Making of the Nutcracker,** where visitors can take a journey behind the scenes and experience the magic of the classical Christmas tale. For younger audiences, book onto the **Children's The Nutcracker Adventure Tour in** December and enjoy an enchanting and playful journey through the (paper!) snow to the imaginary land of the sweets. For **Swan Lake** fans, **Tea and Tour** offers the chance to delve into the history of the iconic ballet from **October to December,** with a behind the scenes tour followed by afternoon tea.

Theatre ticket holders can also enjoy exclusive **Showtime Specials** at participating restaurants across Covent Garden, including complimentary bubbles at **Thirty7, The Oystermen, Sticks 'n' Sushi** and **Flesh & Buns**, a **'Bad Kitty' cocktail** at **Cora Pearl**, and a **Rise and Shine Mimosa** at **The Breakfast Club**. Ticket holders can also access on the day discounts such as 15% off at **Pintxito**, 20% off at **Cô Thành** and 25% off food and drinks at **STEREO**, plus complimentary Tiramisu at **Harry's** and a round of drinks at **Hawksmoor.**

Dining Takes Centre Stage

'Tis the season to eat, drink and be merry, and Covent Garden has it covered. Whether it's a big festive Christmas party, intimate tables for two or family gathering, there is plenty on offer for across November and December.

For festive feasts, diners are invited to experience the 'festive sharing roasts' with bottomless sides at **Pivot Bar & Bistro,** and to indulge in **Doughnation's** limited edition Fondue pizza. Have a taste of a San Carlo Christmas at **Fumo,** with their festive menu returning on **16th November** bringing together seasonal dishes and Italian favourites.

There is no better place than Covent Garden for those looking for the perfect spot for a delicious Christmas pre-theatre meal in the heart of Theatreland; choose from the likes of **Ave Mario**, **Balthazar**, **Cinnamon Bazaar**, **Cora Pearl**, **GAUCHO**, **PINTXITO**, **SUSHISAMBA, The Ivy Market Grill** or try out unmissable new openings such as **Burro, Buvette, Bubala, Cassette, Heard** and **Lenny's Apizza.** Other new openings arriving just time for Christmas include grab and go favourites **Puffy Cookies** and **Junk Burger**, alongside **Schofield's Bar**, providing the ideal location to enjoy an evening drink. Visitors can also enjoy post-show sips and late night serves at the likes of **Cache Cache, La Compagnie**, **Plume Wine Bar, Ten Cases** and **Stereo**, or retreat to

Courtyard Wine Cellars, where guests can cosy up beneath the arches of the Market Building, to enjoy a selection of over 1,000 wines from 100 wine regions.

For visitors seeking an intimate dining experience this season, private dining rooms are available at **Balthazar, The Barbary, Bubala, Café Murano, The Ivy Market Grill** and **SUSHISAMBA,** or choose from over 75 charming alfresco terraces, with some including outdoor heaters.

Your One-Stop Destination for Christmas Gifting and Party Dressing

Covent Garden's cobbled streets and historic Market Building are home to more than 200 world-class global and independent brands.

For gifts with an extra special touch, discover leather goods that can be personalised at **Aspinal, Mulberry, Nappa Dori** and **Strathberry** and custom fragrance creation at **Penhaligon's**, to bespoke jewellery from **Astrid & Miyu, Mejuri**, **Missoma** and **Tiffany & Co**. Tailored skincare treatments can be gifted from **Elemis** in their innovative UK flagship store, or give the gift of beautiful skin at **Charlotte Tilbury's** world-first **Skin Spa**.

Beauty and fragrance lovers can discover a host of limited-edition Christmas collections, including **Aesop's** 'A Time to Embrace', gifting collection, **Diptyque's** 'The Enchanted Forest' Holiday collection in partnership with artist Jean-Simon Roch and **Le Labo's** new Eau de Parfum Discovery Sets and its P20 Classic Candle, alongside gifting favourites from **Chanel**, **Charlotte Tilbury**, **CREED**, **Diptyque, Dolce & Gabbana, Glossier, GUERLAIN, INITIO PARFUMS PRIVÉS, Jo Malone London, NARS, Parfums de Marly, Tom Ford** and **Trudon.**

Nespresso brings a taste of Christmas to its Covent Garden boutique with limited-edition flavours including Hazelnut Brownie and Blueberry Cheesecake, alongside Swarovski collaboration accessories, engraving services and gift-wrapping.

For party-season dressing and fashion-focused gifts, explore collections from **A.P.C., Axel Arigato, GANNI, Odd Muse, Reformation, Polo Ralph Lauren** and **Sandro,** alongside luxury tailoring at **Batch LDN, Hackett** and **Paul Smith.** Discover seasonal must haves, exclusive products and services at European and UK first, Covent Garden flagship stores including **Apple, Arc'teryx**, **HOKA, Kapten & Sons, Nespresso, Peloton** and **Saucony**, as well as performance apparel and outerwear for the winter season at **Alo Yoga, Barbour, Finisterre, Peak Performance, Rains**, **Thule** and more.

Luxury watch and fine jewellery seekers can explore **Gerrard Perregaux, Hublot, Longines, Messika, Omega, Tag Heuer, Tiffany & Co.**, **Tissot,** and **Tudor,** and discover timeless Christmas gifting at **Bucherer**, where **Rolex Certified Pre-Owned timepieces** are carefully authenticated and inspected by Rolex, making a truly unique gift. With exclusive watch boutiques and luxury houses side by side with cult brands, Covent Garden remains one of Europe's most dynamic luxury shopping neighbourhoods.

For something handmade, Covent Garden's historic **Apple Market** offers British-crafted design, art and keepsakes, while **Choosing Keeping** brings timeless stationery and beautiful in-house gift-wrapping that captures London's creative spirit. Or, if you're looking for a keepsake, take the joy of theatre home with **Benjamin Pollock's Toyshop** paper theatres, including a miniature Covent Garden Christmas scene set inside a glass bauble, with just 20 limited-edition pieces available.

Giving back this Christmas: Covent Garden partners with Acting for Others

At the centre of London's world-famous West End, Covent Garden will once again work with theatre charity **Acting for Others,** celebrating the area's deep-rooted connection to the performing arts, while encouraging all to give back to those who bring stories to life on stage and behind the scenes.

Founded in the 1960's by Laurence Olivier, Noël Coward and Richard Attenborough, with Dame Judi Dench serving as President, **Acting for Others** offers both financial and emotional support to those workings across theatre and entertainment through a network of 14 member charities. Celebrating all who bring the magic of theatre to life, the partnership will see donations collected across the neighbourhood throughout the season.

A Christmas the Whole Family Will Love

Covent Garden is bursting with festive fun for the whole family this Christmas. From **26th November – 23rd December**, the **London Transport Museum** will be home to Santa's Grotto, where little ones can meet Santa and his elves, climb aboard his Routemaster bus-inspired sleigh and share Christmas wishes. Throughout the festive season, visitors can also meet characters from London's past, enjoy festive classical and jazz performances from talented young musicians, and discover seasonal treats and gifting in the Museum's café and shop.

Families can also experience the neighbouring **Skate at Somerset House** from 11th November – 10th January as part of their visit, or take part in interactive, social gaming experience **SPYSCAPE**, where teams compete in spy-themed challenges like dodging lasers, cracking codes, and solving puzzles, designed by experts from agencies like the CIA and Special Ops. To enjoy a Christmas film together, **Covent Garden Hotel** welcomes back their annual Festive Film Club, showing classic seasonal movies including *It's a Wonderful Life* and *White Christmas* to *The Holiday* and *Love Actually*.

Dine out together for the ultimate family festive feast in Covent Garden. From fantastic children's menus at **Balthazar**, **Flat Iron**, **Din Tai Fung**, **GAUCHO**, **Shake Shack**, **Sticks'n'Sushi**, **SUSHISAMBA** and **The Ivy Market Grill**, to the choice of over 20 different street food stalls at **Seven Dials Market.** You can also enjoy the mouth-watering world of Willy Wonka's factory with **One Aldwych's** enchanting Charlie and the Chocolate Factory Afternoon Tea, inspired by Roald Dahl's iconic story, or for further inspired indulgence, enjoy **Mariage Frères** new *Phantom of the Opera*-themed afternoon tea inspired by Andrew Lloyd Webber's musical, pairing white, black, green and blue teas with sweet and savoury bites.

For further information on the Christmas programme, new openings, experiences, shopping and dining visit CoventGarden.london

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www.coventgarden.london

For all media enquiries, request for interviews or images, please contact The Beacon PR:
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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 £5.6 billion, extends to 2.8 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.

In April 2025, Shaftesbury Capital and Norges Bank Investment Management ("NBIM") formed a long-term partnership, in respect of the Covent Garden estate. Shaftesbury Capital retains 75 per cent ownership and management control over the estate. The partnership brings together two long-term investors with a shared confidence in and ambitions for the growth prospects of the Covent Garden estate and the West End.

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.