

PRESS RELEASE

COVENT GARDEN INTRODUCES A SUMMER OF FUN FOR EVERYONE AND NEW OPENINGS THIS AUGUST

4th August 2022

- *Covent Garden will bring a host of exciting shopping and al-fresco dining experiences to the Piazza throughout the summer and across the August Bank Holiday. From fitness, beauty, and delicious food, there is something for everyone to enjoy*
- *The estate welcomes back its much-loved **Ice Cream Festival**, which returns as part of the ongoing **Covent Garden Good Food Club** - a celebration of the best restaurants in the area launched in partnership with multi award-winning food influencer **Clerkenwell Boy***
- *Fitness fans can rejoice as **Peloton** officially opens its London studio on Covent Garden's iconic Floral Street with the brand's annual music festival - All For One*
- *For beauty lovers, new immersive pop-ups including the **Kylie Cosmetics by Kylie Jenner Glam Park** and **Lisa Eldridge Carnival of Colour** will offer summer beauty experiences across the Piazza*
- *A **Chandon Garden Spritz Terrace** will kick start the Summer Season at the **Royal Opera House**, **Lilly's café at 3 Henrietta** will launch the **Moët Summer Terrace**, and premium tequila cocktail brand **Pimentae** will serve summer-inspired cocktails on the Covent Garden Piazza*
- *For families, **Apple** will continue to host its Apple Camp 2022, the 'Something Magical in Covent Garden' multi-site experience continues with **Disney on Stage** across the estate and **The London Transport Museum** is inviting visitors to experience its new installation, Green Journey, exploring climate change and the solutions to tackle it*

This August, Covent Garden, the central London hub of shopping, dining and unforgettable pop-up experiences, will play host to a plethora of exciting store launches and activations across beauty, food, lifestyle and entertainment with new concepts from **Kylie Cosmetics** and **Peloton**, the return of the estate's much loved **Ice Cream Festival** and much more.

Covent Garden's annual **Ice Cream Festival** will return again for two weeks, running from Friday 19th August until Sunday 4th September. The festival will feature Piazza pop-ups and Covent Garden culinary institutions serving classic and innovative takes on ice creams, iced drinks and frozen treats for visitors across the August Bank Holiday. On the Piazza, discover brands including **Paletartuk** - offering a wide selection of its famous artisanal ice creams and desserts; vegan friendly classic gelato from **Virtu**; iced coffee and ice lollies from **Copper Penny Box**, as well as delicious servings from **Daisy's Ice Cream** which include Marshfield Farm ice cream topped with home-made chocolate brownie bites, as well as 100% real fruit organic Lickalix ice lollies.

As part of the festival, Covent Garden's restaurants will also offer frozen treats including **Ave Mario's** famous Giant Stracciatella Gelato dessert; **Ladurée** will serve an exclusive *Roseblood Sorbet* from its ice cream cart on their Piazza terrace; **NaNa Café** will serve traditional Turkish style ice cream desserts; **Floozie Cookies** will serve their 100% plant based Floozie sundae; **Buns & Buns** will offer visitors a taste of its traditional Asian style ice cream desserts while **Venchi** will serve a brand new triple pistachio ice cream in a limited edition gourmet cone. For fans of mochi, **SUSHISAMBA** and **AVOBAR** will serve a selection of mochi ice cream to take away, with **AVOBAR** also serving its unique Matcha Pancake

dessert with Forest Berry sorbet. Covent Garden's **Amorino**, **Godiva** and **Santa Nata** will also continue to serve their variety of soft serve flavours throughout the festival. For visitors looking to cool down with a cocktail, the Market Building's hidden speakeasy **Cache Cache** will bring its mirror bar to the East Piazza for cocktail connoisseurs to taste iced drinks including frozen watermelon cocktails and frozen margaritas, while **Bubblebros** will serve a menu of Frosé, frozen bellinis and a frozen elderflower spritz.

This festival is the latest event presented by **The Covent Garden Good Food Club**, in partnership with Clerkenwell Boy, which will continue to serve five dessert collaborations at restaurants across the estate, including **SUSHISAMBA**, **Frenchie**, **VyTA**, **Floral by Lima** and **Santa Nata**, all with a donation to Crisis UK with each purchase.

For visitors looking for a taste of luxury this Summer, a **Chandon Garden Spritz terrace** will be popping up at the **Royal Opera House Piazza Terrace Bar** from 1st – 14th August. In partnership with Moët Hennessy, the terrace will specialise in serving the brand new Chandon Garden Spritz, which is a refreshing new spritz cocktail made with Chandon brut sparkling wine blended with a hand-crafted orange-bitter liqueur. **3 Henrietta's Lilly's café** presents the **Moët Summer Terrace** open from 1st August to 30th September. The champagne terrace will also introduce a daily *Golden Hour* between 7pm-9pm, where guests can enjoy two for one on glasses of champagne, plus 25% off food, with a globally inspired menu by chef Kimberly Lin. Also at 3 Henrietta, **Pivot** celebrates the launch of its new a la carte menu. All diners will be treated to a free glass of wine or beer when ordering a dish off the new menu until the end of August. Premium tequila cocktail brand **Pimentae** will pop up on the estate from 12th - 18th August redefining the way consumers enjoy tequila by offering delicious bottled cocktails with cucumber, mint and elderflower. The eye-catching bottles are wrapped in bespoke artwork by artist Kit Lintin and designed to encourage upcycling to support the brands commitment to being 100% sustainable.

World renowned fitness brand **Peloton** will open its new state-of-the-art European flagship location on Floral Street on 19th August. Guests and members will have the opportunity to book fitness classes with the brand's renowned instructors across *Cycling* and *Tread*, as well as expanded fitness disciplines including strength, cardio, stretching, bootcamp, boxing and more. During the opening weekend, **Peloton** will also be hosting its annual *All For One* music festival, from 19th to 21st August, an event with music-led fitness classes taught by Peloton's world class instructors.

Covent Garden's evolving list of summer pop ups brings new beauty launches to the neighbourhood. **Kylie Cosmetics** will arrive in London's beauty hub with the new '**Kylie Cosmetics by Kylie Jenner Glam Park**', a fully immersive, unique beauty experience to launch the megabrand's latest cosmetic and skincare products, open from the 11th – 14th August. Beauty enthusiasts will be able to enjoy bespoke make-up and skin consultations, a virtual reality world to try on different looks, interactive games, giveaways, as well as endless social sharing moments. **Lisa Eldridge's** immersive '*Carnival of Colour*' pop-up, at 10 The Market Building, is open to beauty fanatics until mid-September. This new pop-up celebrates the launch of ten new shades of the Luxuriously Lucent and Insanely Saturated Lip Colour collections, as well as six new shades of Liquid Lurex Eyeshadow. Shoppers will have a chance to try and buy the new range exclusively at the pop-up, as well as receiving expert advice from the in-store team of beauty experts.

For families looking for summer holiday activities, '**Something Magical in Covent Garden with Disney on Stage**,' will bring the magic of theatre to life across the neighbourhood through five interactive pop-ups inspired by West End productions: **Frozen**, **The Lion King**, **Mary Poppins** and **Beauty and the Beast**. Activities include a '**Leading Ladies of Disney on Stage**' costume showcase in the iconic Market Building, a romantic **Beauty and the Beast** swing seat, an interactive **Frozen** inspired Olaf Holiday

Postcard and **The Lion King** photo opportunity in front of iconic scenery from the production, plus a new Frozen Infinity Chamber. The activity will be in Covent Garden until 4th September. For other family activity, **Apple** will continue to host its **Apple Camp 2022** until the 31st of August. The Apple Summer Camp is a free family session series celebrating planet Earth with activities such as taking photos and drawing on iPads. Children and families will be taken on a storytelling journey to create their very own comic book focused on protecting the planet. The **London Transport Museum** will also open for families to discover its brand-new installation, *Green Journey*, which explores climate change and the solutions to tackle it. Families are also able to take part in hands-on workshops where they can create their own *Climate Calling* board game.

For culture and opera fans, **Royal Opera House** will present a selection of new performances such as *Horizons: A 21st Century Space Odyssey* which takes audiences on a cinematic journey featuring Bill Bailey. For those intrigued by the architecture of the historic landmark - the **Royal Opera House** offers visitors various themed tours of the institution, with options such as the LGBTQIA+ *Pride of the ROH* tour, ROH tour which provides an exciting overview of this building and the *Stages and Cells of Covent Garden* tour in partnership with Bow Police Station.

For families and friends looking for a pre-theatre bite, Covent Garden offers a variety of curated menus from **Balthazar**, **Cinnamon Bazaar**, **The Ivy Market Grill**, **Frenchie**, **SUSHISAMBA**, **Pivot**, **Tuttons** and **VyTa**. For visitors looking to dine outdoors, Covent Garden's bars and restaurants continue to offer the ultimate al-fresco options, with over 1,000 outdoor dining seats across 55 restaurants. Global and independent restaurants offering both outdoor and indoor drinking and dining options also include **Shake Shack's** new Sichuan inspired menu in collaboration with Fly by Jing, available till 30th September, **The Oystermen**, **La Goccia**, **Frenchie**, **Cora Pearl**, **3 Henrietta**, **Balthazar**, **Ave Mario** and more.

For further information on new openings, experiences, shopping and dining visit [Coventgarden.london](https://www.coventgarden.london)

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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 home to a wide variety of British, global and independent brands including Chanel, Tom Ford, Tag Heuer, Vashi, Glossier, Ave Mario, Balthazar and SUSHISAMBA, with upcoming openings from Peloton and Tudor. 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 £1.8 billion (as of 30th June 2022) 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