

PRESS RELEASE

LONDON BEAUTY WEEK TO LAUNCH THIS SEPTEMBER

Covent Garden and the British Beauty Council launch week long celebration of the UK beauty industry

The first ever **London Beauty Week** will launch this September as a partnership between Covent Garden and the British Beauty Council. The week long event, from 11th - 15th September, will celebrate the power of the British beauty industry, hosting a number of consumer and trade events to mirror its sister event, London Fashion Week. Events will showcase some of the most exciting British beauty products and demonstrate both the British Beauty Council and London's Beauty Quarter Covent Garden's commitment to supporting growth and influence the beauty industry.

Key stats and figures of the current estate of the beauty industry, recently released by the British Beauty Council, set the context and the backdrop as to why is the right time to launch London Beauty Week and why is necessary:

- £27.2Bn total value of consumption of beauty - £6.3Bn on hair services alone
- Consumers spent £3Bn on cosmetic products in 2018 and there is an upwards trend for consumers to spend more
- 600,000 jobs in the UK economy within the Beauty industry

Well known as London's Beauty Quarter, Covent Garden is firmly established as a beauty destination, with global beauty brands having an array of premium flagship stores on the estate. From Charlotte Tilbury's first flagship store to Tom Ford's only European grooming store and Chanel, Dior, Deciem, NARS, Jo Malone, Penhaligon's, AESOP and Miller Harris' unique stores - the estate provides a differentiated beauty retail offering for all shoppers. The exciting mix of global beauty brands within Covent Garden make it the perfect destination, and founding partner of London Beauty Week, in association with GLAMOUR magazine.

With a focus on the future of the beauty industry, **Britain's Next Big Beauty Brand** competition will launch during the week, offering start-up beauty companies the chance to win beauty business mentoring from experts and a central London retail space. The panel will be judged by individuals from Covent Garden, the British Beauty Council and trend forecaster WGSN, with the winner given a prime retail spot in London's beauty hub Covent Garden to sell their product, mentoring from the British Beauty Council and access to WGSN's premium subscription services for a year.

Throughout the week London Beauty Week will celebrate London's importance in the global industry, bringing together some of the most influential industry voices to celebrate trends, showcase new product launches, host supper clubs, beauty workshops and hold discussions on the future of the industry. The full schedule for the week will be released in August and

will also include a London first - an outdoor Beauty Playground in the heart of Covent Garden.

Michelle McGrath, Director of Covent Garden said: *“Covent Garden is proud to be a founding member of London Beauty Week and work alongside the British Beauty Council to bring this to this event to life for the first time. Covent Garden has London’s biggest selection of global beauty brands per square metre, so this is an opportunity to celebrate this and look at new innovations in this increasingly valuable industry as it continues to grow.”*

Millie Kendall, MBE and CEO of The British Beauty Council, said: *“The British Beauty Council are delighted to be working with founding patron Covent Garden in creating this dynamic experiential week of beauty. Beauty is a buoyant sector and contributes significantly to the UK economy. As a growing industry that is a force for good, we are focused on supporting brands and creating jobs via our three pillars reputation, education and innovation.”*

Carla Buzasi, Managing Director, WGSN said: *“WGSN Beauty launched this year to support the beauty industry in developing the next generation of hero products. We’re delighted to be partnering with the British Beauty Council and Covent Garden to discover the next big British beauty brand and help them grow with WGSN’s consumer insight and product development expertise.”*

Further details on London Beauty Week, including full program and partners, will be released in August.

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Enquiries:

Capco

Catherine Riccomini, Head of Marketing

Catherine@capitalandcounties.com

Mission

Mission

capco@thisission.com

Tel: +44 (0)20 7845 7800

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, RedFarm, with upcoming openings from SushiSamba and Mariage Freres.

Capital & Counties Properties PLC ('Capco') is responsible for the management of over 1.2 million sq. ft. of space at Covent Garden valued at £2.6 billion (as at 30 June 2018). 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 £3.3 billion as at 30 June 2018 (Group share). The company is listed on the London Stock Exchange and the Johannesburg Stock Exchange.

www.capitalandcounties.com

About British Beauty Council:

The British Beauty Council has been founded to represent the voices, opinions and needs of the British beauty industry. We are committed to developing excellence and growth in a sector that is a significant contributor to the British economy. The British Beauty Council supports a successful, innovative and inclusive British beauty industry.

<https://britishbeautycouncil.com/>

About WGSN

WGSN is the authority on consumer and design trends, helping brands across the globe design and create on-trend products and experiences.

Our services cover consumer insights, fashion, beauty and lifestyle forecasting, data analytics, crowd-sourced design validation and expert advisory services.

WGSN is an Ascential company. Visit wgsn.com

About Ascential plc

WGSN is part of Ascential (LSE:ASCL.L), a specialist global information company that helps the world's most ambitious businesses win in the digital economy. Our information, insights, connections, data and digital tools solve customer problems in three disciplines:

- Product Design via global trend forecasting service WGSN
- Marketing via global benchmark for creative excellence and effectiveness Cannes Lions and WARC and strategic advisory firm MediaLink
- Sales via ecommerce-driven data, insights and advisory service Edge by Ascential, leading
- managed services provider for Amazon Flywheel Digital, the world's premier payments and Fin Tech congress Money20/20, global retail industry summit World Retail Congress and retail news outlet Retail Week.

- Ascential also powers political, construction and environmental intelligence brands DeHavilland, Glenigan and Groundsure.