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For immediate release

SHAFTESBURY CAPITAL INTRODUCES RON DORFF UK FLAGSHIP TO SOHO

Shaftesbury Capital has announced that **Ron Dorff**, the French-Swedish menswear brand, will be launching a new UK flagship store in Soho, at 32 Berwick Street.

The premium lifestyle brand will be showcasing its array of men's fashion and accessories from the 600 sqft space, including sportswear, loungewear, underwear, and swimwear. Ron Dorff was founded in 2015 combining Swedish functionality with French style, with a focus on upgrading iconic menswear staples. The brand has been recognised for its quality and design by publications including Vogue, GQ and Esquire.

The relationship between Ron Dorff and Shaftesbury Capital began 10 years ago, when the leading West End landlord supported the brand into physical retail with a first-ever UK store, on Earlham Street in Seven Dials. In relocating to Berwick Street, Ron Dorff now sits opposite fellow Scandinavian-inspired retailer Sandqvist and Nudie Jeans and close to other bespoke menswear operators such as Salomon, Oliver Spencer and Chris Kerr Tailors. Ron Dorff also joins the likes of Wolf & Badger, Blackhorse Lane Ateliers, and Ronning on Berwick Street, all of which having taken flagship space there with Shaftesbury Capital in recent years.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, commented: "Our approach to leasing is thematic – we look at a space, and the location in which it sits, and think about what type of brand would be most successful there. Having worked with Ron Dorff for 10 years, we have a deep understanding of their operation, and customer base. When we looked at 32 Berwick Street, it was clear that a premium menswear brand of that calibre would suit the space perfectly, and it's a success story for our West End portfolio that we've been able to relocate them, providing a fresh opportunity but ensuring they can continue to make the most of a high footfall, ever-popular shopping district."

Claus Lindorff, Founder & CEO of Ron Dorff, added: "Shaftesbury Capital gave Ron Dorff its first taste of physical retail back in 2016, and we've not looked back. We might be stocked in other stores, but having a standalone location is so important for our brand recognition and for our customers that love shopping pure Ron Dorff collections. When we were approached about moving to Berwick Street, seeing the other brands here and those that also relocated recently for new flagships, we could see the opportunity, and are delighted to be in this part of the West End."

The signing of a new UK flagship for Ron Dorff follows a successful last few months of leasing in 2025 for Soho, the menswear offer at the world-renowned destination bolstered by openings for ALOHAS and Sheep Inc.

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For further information, please contact: carnabyandsoho@averpr.com

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 £5.2 billion, extends to 2.7 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. 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.

About Soho

Soho is a world-famous shopping and dining destination in the heart of London's West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it's home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London's dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

[ThisisSoho.co.uk](https://thisissoho.co.uk) / @ThisisSoho

About Ron Dorff

Aligning Swedish functionality with French style, Ron Dorff stands for upgrading iconic menswear must-haves of the past whether sportswear, loungewear, underwear or swimwear. The result is perfect pieces with an athletic heritage that perform flawlessly whether worn at the gym, at home or at work in line with the brand's leitmotiv: DISCIPLINE IS NOT A DIRTY WORD.

In addition to 5 flagship stores in Paris, London, New York and Los Angeles, the full Ron Dorff collection is sold online to more than 80 countries worldwide and some of the world's leading department stores and concept stores.