

PRESS RELEASE

A CHRISTMAS LIKE NO OTHER! COVENT GARDEN WILL LAUNCH ITS BRAND-NEW FESTIVE DECORATIONS AND TURN ON ITS ICONIC LIGHTS ON TUESDAY 7TH NOVEMBER



9th October 2023

- On 7th November, Covent Garden's world-famous Christmas lights will be switched on and a brand new decorative scheme unveiled for visitors to enjoy
- Over 40 gigantic bells with bows, 12 giant baubles and 8 spinning mirror balls, weighing almost 8.5 tonnes will be displayed in the listed Market Building - featuring over 29 miles of gold leaf and 275 kilos of glitter
- More lights than ever before will sparkle across the estate with over 140,000 LED lights illuminating the Piazza, Seven Dials and surrounding streets and over 30,000 LED lights adorning the iconic British-grown, handpicked 60ft Christmas tree
- The light switch on marks the start of a 7-week festive-filled programme consisting of not to be missed surprise performances, daily snow fall, family photo moments, exclusive shopping events, food and drink festivals and more
- Covent Garden will remain top of the Christmas shopping list with the addition of several exciting openings including **Creed, Hublot, Laderach, Messika, Missoma, Omega** and **Tissot**
- The neighbourhood's lights and decorations can be enjoyed at over 75 heated outdoor terraces, including **Ave Mario, Frenchie, GAUCHO, SUSHISAMBA** and **The Ivy Market Grill**, with special festive menus available at the likes of **Story Cellar, The Barbary, Balthazar** and **The Petersham**



Covent Garden, London's most festive destination, will unveil a magical new decorative scheme this Christmas season - as it lights up the historic area and reveals the new decorations on **Tuesday 7th November**. Alongside the new scheme, the neighbourhood will play host to a festive programme of activities like no other throughout the Piazza up to Seven Dials, with festive celebrations, shopping events and dining festivals for everyone to enjoy.

For the first time in nearly a decade, Covent Garden will unveil a brand-new Christmas scheme in the heart of the estate. Over 40 giant gold bells with red and gold bows will be suspended from the roof of the iconic Market Building creating the ultimate Christmas photo moment, alongside the much loved and Insta-famous spinning mirror balls and giant baubles. A team of 70 people have spent the last 18 months creating these unique pieces in a London based studio, with the bells weighing almost five tonnes, sparkling with 275 kilos of glitter, and glistening with an amount of gold leaf that's equivalent to a distance of 29 miles if laid out side by side.

With more lights than ever before, over 140,000 green energy powered LED lights will sparkle across the Piazza, creating a trail of light through the streets of Covent Garden through to neighbouring Seven Dials when they are switched on, on Tuesday 7th November. The world-famous 60ft hand-picked British grown Christmas tree will also be illuminated with 30,000 LED lights and over 200 new giant gold baubles to light up the heart of historic central London.

Alongside the new Christmas decoration scheme, the area will also see the return of festive favourites including the much loved **Winter Warmer Festival** - filled with mulled wine and hot drinks for visitors to enjoy - alongside a number of festive pop ups from some of the globe's most exciting brands including **Marc Jacobs** and **Sézane**. December will also see the return of the hourly snowfall on the Piazza, alongside 'Festive Thursdays' where dining offers, shopping events and surprise performances will be live every Thursday across the estate.

Visitors will be able to sit and enjoy the festive lights and decorations throughout November and December at one of the estate's 75 heated outdoor terraces, including **Ave Mario, Frenchie, GAUCHO, La Goccia, SUSHISAMBA, Sticks 'n' Sushi, The Oystermen, VyTa, The Ivy Market Grill** and more. Festive menus will also be available throughout the season from **Story Cellar, The Barbary, Balthazar, The Petersham** and more.

For shoppers seeking the perfect gift, Covent Garden has a wide selection of world-renowned brands offering unique and personalised gifting options. The offering includes luxury pieces at **Tiffany & Co, Bucherer** and **TAG Heuer**, to premium and fashion forward items at **Ganni, Reformation, Uniqlo, Theory, A.P.C** and **Free People**, as well as beauty favourites from **Glossier, Charlotte Tilbury, Chanel, Benefit, Aesop, Le Labo** and **Jo Malone** - ensuring Covent Garden is the one stop destination for any festive experience this year.

The estate will also be welcoming several exciting premium retail openings for the ultimate one-stop Christmas shopping experience, including **Creed, Hublot, Laderach, Messika, Missoma, Omega** and **Tissot** this Autumn.

-Ends-

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About Shaftesbury Capital PLC:

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, valued at £4.9 billion, extends to 2.9 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of restaurants, cafés, bars, shops, residential and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho, and Chinatown, together with holdings in Fitzrovia. 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 and the Johannesburg Stock Exchange.
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Our purpose

Our purpose is to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value.

About Covent Garden:

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as over 200 restaurants, bars and cafes.

www.coventgarden.london