

PRESS RELEASE

20th October 2023

CELEBRATE CARNABY STREET'S IMMERSIVE SHOPPING AND DINING PARTY 4PM TO 8PM ON 2ND NOVEMBER

Save the date for the iconic Carnaby Street Christmas Switch On alongside the annual shopping and dining party taking place on **Thursday 2 November 2023** from **4pm to 8pm**. World renowned for creating spectacular Christmas lights, this year will be no exception.

Welcome to the Carnaby Universe, a celebration of the best shopping, dining and experiences on offer in the globally famous destination. Visitors will be immersed in a dynamic and vibrant display of neon colour and light waves creating a moving vortex on Carnaby Street. Marking the entrances of Carnaby Street, from Beak Street and Great Marlborough Street, the renowned arches will be adorned with shimmering discs and neon lights.

The new lights will be illuminated during an experiential shopping and dining party, where over 100 brands, restaurants and bars will come together to offer a range of discounts including 20%* off, activations and promotions alongside live music and entertainment.

The Carnaby Christmas shopping and dining party is free; visitors can register for their ticket to the event at www.carnaby.co.uk/christmas/sign-up/. Shoppers can present the downloadable ticket to receive their offers in participating stores. *T&C's may apply.

There will be 100 brands and restaurants taking part on the evening. The diverse collection of fashion and lifestyle brands participating in the shopping and dining party with a 20% discount include **size?**, **GANNI**, **Rixo**, **Dickie's**, **OG Kicks**, **New Era**, **Levi's**, **Ray-Ban**, **The North Face**, **Diesel**, **Monki** and **Lazy Oaf**. For beauty lovers out there, shop an array of beauty brands throughout Carnaby such as **Benefit**, **Fella**, **Ffern**, **Johnny's Chop Shop**, **Kloris**, **MAC**, **Pixi** and **Too Faced** who are all taking part in the event.

Whilst in the area, visitors can enjoy new openings including **Oakley** and **Jott** alongside an exciting range of pop-ups such as **House of Sunny**, **Treats Club** and **Uniform Standard**.

Carnaby's restaurants, bars, cafés, and pubs have a range of promotions on. Head to Kingly Court and explore what's on offer at **Shoryu**, **Disrepute**, **Nightjar**, **The Life Goddess**, **Bar Kroketa**, **Paradiso** and **Dehesa**. Enjoy a selection of offers from Carnaby's many other food and drink spots such as **INO**, **Ain't Nothin' But**, **Island Poké**, **Kaleido Rolls**, **Soho Grind**, **The White Horse** and **Ugly Dumpling**.

For full list of brands go to www.carnaby.co.uk/discover-carnaby-london/shopping-and-dining-party/

Other activations on the night include:

- Snacks and drinks at **GANNI**
- Free hot chocolate whilst you shop at **Rixo**
- Customers will receive an exclusive bauble with their purchase at **Stine Goya**
- Welcome drinks whilst you shop at **A.P.C**
- Non-alcoholic herb cocktails and snacks at **Ffern**
- Complimentary samples with all purchases at **KLORIS**
- Complimentary prosecco at **Third Man Records**
- Complimentary drinks at **Mark Powell**
- A free gift wrapping service at **Mühle** on purchases made throughout the party plus sparkling wine and stollen for visitors
- Festive drinks at **Hayley Menzies**
- A free glass of prosecco whilst enjoying a treatment at **So.Shell**
- Free prosecco in **Sophie Tea Art**
- A free drink and games whilst shopping at **Happy Socks**
- Welcome drink for diners at **The Life Goddess**
- 2-4-1 cocktails at **The Rum Kitchen**
- Complimentary bubbles when dining at **Inko Nito**

Enjoy **complimentary cocktails** whilst you shop from a pop-up bar on Foubert's Place plus an on street **photo booth** which will be there to capture the special moments on Ganton Street.

The destination is partnering with charity partner, **Choose Love**, for the fourth year. Choose Love will have a shop at 57 Carnaby Street which will launch on **2nd November** with a brand new concept called the Choose Love Boutique. **The Choose Love Boutique** will sell donated fashion pieces from a host of celebrities including **Rosie Huntington-Whiteley, Liam Gallagher, Paloma Faith, Michelle Dockery, Nicola Coughlan, India Ria Amarteifio** and more. Plus high-end brand contributions across fashion, beauty and home. As well as helping to raise vital funds to support refugees around the world, it is the perfect chance to shop second-hand and own a special piece of celebrity fashion whilst starting Christmas shopping early. From **22nd November**, the store will transform to the **Choose Love Shop**, stocking essential supplies and life-saving interventions for refugees and displaced people around the world alongside raising funds for the Winter months when help is needed the most. Following previous year's traditions, the Choose Love shop will host various workshops and events in-store, with craft sessions, film screenings, live music, child-focused days and much more.

Josie Naughton, Choose Love Co-Founder said "We are so happy to be back with our Carnaby family once again this year! We can't wait to welcome everyone to Choose Love on Carnaby Street and we are excited to see the new Christmas installation light up our shop. The Choose Love boutique and then the Choose Love shop will quite simply be lifelines, over the cold months, and we are so looking forward to connecting with our incredible community to show what we can do when we come together and Choose Love."

Dawn O'Porter, Choose Love Co-Founder said *"The Choose Love Shop is the absolute highlight of my year, every year. The way everyone steps up, when we open those doors on the iconic Carnaby Street, fills my heart with hope. It's incredible to meet people who have been on the journey with us since we started, 8 years ago. The Choose Love boutique promises to be a lovely addition too, with gorgeous bargains for Christmas party looks and pressies for everyone and all the proceeds helping make sure we can get supplies to people who need them most this winter."*

For more information, please contact Sister London: meghan.ryan@sisterlondon.com / hannah.deacon@sisterlondon.com /
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For any Choose Love Shop and Boutique queries please email beth@bandwagonpress.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, 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.
www.shaftesburycapital.com

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.

Carnaby

Carnaby is in the heart of London's West End, where over 100 retail brands of quality and distinction and over 60 independent restaurants, cafes and bars can be found across 14 streets, including the world famous Carnaby Street. Carnaby is a unique and iconic experiential shopping, dining and leisure destination.

Follow @CarnabyLondon and visit www.carnaby.co.uk for full information.

About Choose Love

The Choose Love store is the world's first shop that sells real items for refugees and displaced communities. From baby essentials, hot meals and sleeping bags, to services like medical care, legal aid and LGBTQ+ support - everything you buy at Choose Love is delivered to the people that need it most. Over the last six years, this pioneering model has provided refugees

and displaced communities across Europe, the Middle East and along the US-Mexico border with urgently-needed supplies and the tools to begin to rebuild their lives.

Choose Love does whatever it takes to provide refugees and displaced people with everything from lifesaving rescue boats to food and legal advice. We've supported over 250 fast-acting community organisations around the world - all powered by a vision of a world that chooses love and justice every day, for everyone.

Visit [Choose.love](https://www.chooselove.org) and follow [@ChooseLove](https://twitter.com/ChooseLove) for more information