

PRESS RELEASE

Covent Garden: London's Ultimate Christmas Destination Unveils Festive Programming — Step into a Season of Unforgettable Magic This Winter

30th October 2024

- *Covent Garden, London's most festive destination, reveals its **seven-week** Christmas extravaganza packed with exciting experiences and activities.*
- ***Kicking off on 12th November** with the Christmas lights switch-on, unveiling of its iconic Christmas tree and new Seven Dials festive light installation, the line-up is filled with **exclusive pop-ups, family fun, shopping events, surprise performances, plus unbeatable dining and entertainment offers.** There's something for everyone this season at Covent Garden.*
- *The neighbourhood will see the return of its world-famous Christmas decorations and lights, consisting of **40 gigantic bells with bows, 12 giant baubles and 8 spinning mirror balls.** 2024 will also welcome the arrival of a **brand-new festive lighting** scheme throughout the Seven Dials neighbourhood, featuring a further **150,000 LED lights.***
- *Exclusive-to-Covent Garden, discover festive pop-ups from **Jo Malone London, Sipsmith, Bluebella, Pretty Lavish and Visit London,** offering unbeatable Christmas shopping, indulgent events, and magical experiences for all.*
- *The **Covent Garden Chalet** will also be popping up on the Piazza from 29th November, offering visitors an alpine escape with mulled wine and seasonal treats, and a fun 'ski lift' photo op.*
- *Launching 12th November is the return of the **Covent Garden and Save the Children Christmas Pop-Up Shop.** Working together for a second year, 100% of proceeds will support the charity's vital work.*
- ***Miracle at Henrietta,** the Christmas-kitsch cocktail bar phenomenon returns to Henrietta Street for its seventh year.*
- ***From 12th November - 1st December,** visitors can dive into the **Winter Warmer Festival,** featuring mouth-watering drinks and seasonal feasts from destination hotspots like **HENRI, Ladurée, SUSHISAMBA, and Story Cellar.***
- *New to the neighbourhood for Christmas 2024, **Aspinal, Longines, Strathberry and Saint + Sofia** join the unrivalled Christmas shopping hit list.*
- *The destination's famous **Festive Thursdays** return. Expect surprise performances, events and offers every Thursday in the run-up to Christmas. With weekly performances from the **London International Gospel Choir and The London Gay Men's Chorus** and shopping offers from the likes of **Aesop, Creed, Diptyque, Elemis, Moleskine** and more.*

- *Families visiting throughout November and December can embark on a festive day out visiting **The London Transport Museum**, enjoy beautiful performances at **The Royal Opera House** or catch on of the many neighbouring **West End shows***
- *The countdown is on with an iconic line up of advent calendars from **Charlotte Tilbury, Godiva, Jo Malone London, Ladurée, Missoma** and more*

This Christmas, Covent Garden will once again turn into one of the world's most iconic festive hotspots, the ultimate destination for unrivalled holiday fun and Christmas shopping for loved ones (or yourself). Starting 12th November, visitors can enjoy a host of seasonal events and unique to Covent Garden experiences, bringing festive cheer to the heart of London's West End. With live performances, magical events, exclusive pop-ups, drinking & dining experiences and unforgettable shopping moments, the Christmas line-up is unmatched. Throughout the Piazza, Market Building, Seven Dials, and surrounding streets, there's a packed programme of fun festivities for all —making Covent Garden the place to be this season.

Immerse Yourself in Covent Garden's world-famous Decorations and Lights

From 12th November, Covent Garden's famous Christmas lights and iconic decorations return. The historic Market Building welcomes back its 40 gigantic bells with bows, 12 giant baubles and 8 spinning mirror balls, with over 29 miles of gold leaf and 275 kilos of glitter suspended in the air. This year also promises to bring something exciting to the neighbourhood, with a brand-new festive lighting installation sweeping the streets of Seven Dials, **featuring a further 150,000 LED lights** across the streets and within the much-loved Neal's Yard. Covent Garden's iconic 55ft Norwegian Spruce Christmas Tree also makes a much welcome return, with nearly 30,000 LED lights and 200 baubles, the iconic tree will stand proud on Covent Garden's West Piazza. Against the backdrop of the historic Market Building's gold bells and red baubles, don't forget to pay a visit to the destination's Instagram famous **Santa Sleigh** to capture a photo worthy of the family Christmas card.

Exclusive Pop-Ups and More

This year, visitors to Covent Garden can expect an exciting array of exclusive and immersive pop-up experiences taking place throughout the neighbourhood for all to enjoy.

On the East Piazza, **Jo Malone London's 'Christmas Special'** pop-up takes guests through an interactive game show-inspired world. From 31st October – 24th November, visitors can step through the entrance framed by presents piled high, spin the Jo Malone London festive prize wheel, be the star in a dazzling show set and get snapped with friends, all before exploring the brand's luxurious and legendary Christmas scents and gifts.

Nearby, **Sipsmith** celebrates a Classic British Christmas with the return of their iconic 1950s **Sipsmith Express Bus** and the all-new Sipsmith Gin Shop. From the 8th November – 1st December, the vintage bus will be serving festive gin cocktails, hot mulled sloe gin, zesty orange hot chocolate, and festive non-alcoholic cocktails. Sipsmith will also be hosting gin masterclasses, where guests can dive into the rich

history of London's gin scene sampling drinks like the 1639 Gin Punch and a Classic Martini - ideal for learning some festive gin facts to impress your guests with on Christmas Day.

Adding to the Piazza pop-ups from 12th – 24th November is the return of the **Thirsty Farrier**. Set to delight visitors with a winter-inspired drinks menu of Mulled Wine, Baileys White Russians and Gingerbread Espresso Martinis served from its mint-green horsebox bar, and new for 2024, **The Covent Garden Chalet** will open its doors on 29th November, inviting visitors to relax, snuggle up and escape to the mountains in central London. Mull over your Christmas shopping with a fine mulled wine, sip luxurious hot chocolates or tuck into seasonal favourites like pigs in blankets and churros. Finish your visit with a photo in the 'ski lift' to share your trip with friends.

New festive shops will also be popping up throughout the neighbourhood this season. Over on Floral Street, British fine lingerie brand **Bluebella** makes its bricks and mortar debut with a pop-up store offering its trend-led collections, accessories and nightwear styles. Opening just in time for Christmas on 7th November, the pop-up at 22 Floral Street has gift wrapping and monogramming stations - ideal for picking up personalised gifts this holiday season.

For those looking to upgrade their Autumn-Winter wardrobe or find perfect party dresses, cult British womenswear brand **Pretty Lavish** is now open at 29 Henrietta Street. The pop-up offers the brand's wide-ranging collection of luxury and affordable timeless pieces that can be worn day to night, season to season, and loved for years to come.

On Russell Street, **Visit London**, the city's official visitor guide, has opened their first-ever pop-up shop, where visitors can purchase tickets to the city's top attractions such as West End shows, bus and walking tours, iconic attractions and hidden gems. The pop-up, open now until 24th November, also includes merchandise and gifts available to purchase from talented London creators and artists including prints, greetings cards, souvenirs, clothing and accessories.

Save the Children Christmas Shop

Covent Garden is delighted to be continuing its partnership with international children's charity **Save the Children**. From 12th November until 15th December, the festive pop-up shop at 28 Henrietta Street will feature a selection of beautiful homewares and gifts adorned with artwork created by children supported by Save the Children's global programmes. Visitors will be able to shop for unique Christmas cards, decorations, and more, making it a one-stop shop for meaningful, one-of-a-kind gifts that give back. Best of all, the store will also offer Christmas jumpers in support of the charity's annual Christmas Jumper Day fundraiser on 12th December. Open daily from 10AM to 7PM (and 8PM on weekends), 100% of the shop's proceeds go to Save the Children's vital work in the UK and globally.

Start the Festive Fun with Covent Garden's Winter Warmer Festival

This winter, create magical memories with friends and loved ones and enjoy hot beverages and seasonal treats with Covent Garden's **Winter Warmer Festival**, returning 12th November to 1st December. From

over 75 charming alfresco options with outdoor heaters, to in-store experiences and offers, visitors are spoilt for choice with special spots to enjoy hot Christmas classics of Mulled wine and more.

The festive favourite will be available at the likes of **Chez Antoinette, Compagnie des Vins Surnaturels, HENRI, La Goccia, Mariage Frères, Seven Dials Market, The Petersham Wine Bar & Deli**, and more. Adding to the festival line up, **Nappa Dori** will be serving made-to-order hot masala chai, **Aguamiel** is offering Ponche - a Mexican spiced fruit punch, and traditional Mexican Hot chocolate, and **The Chestnut Bakery** is adding their homemade hot chocolate to the menu, consisting of nutty chocolate, hazelnut, halva & crushed pistachios.

Also taking part in the Winter Warmer Festival offering; **SUSHISAMBA's** Piazza terrace will transform into a winter hideout in partnership with **Patron**, serving a curated menu of hot and cold cocktails, **Story Cellar** is offering their spiced mulled cider alongside a special baked truffled honey Tunworth with mulled spices, **Ladurée's** heated Piazza terrace will host their hot drinks cart serving mince pies, hot chocolate and mulled wine, and live for the festival and throughout December will be the return of the traditional **Christmas Mulled Wine Cart** in the Market Building's Central Avenue, dispensing delicious take away mulled wine and mince pies.

Unforgettable Christmas Dining Experiences

Whether planning a big festive gathering or wanting something a little more intimate, food and drink enthusiasts can indulge in a wealth of dining experiences across the neighbourhood throughout November and December.

For a festive feasting, **Ave Mario, Balthazar, GAUCHO, NOTTO, Pivot, The Royal Ballet & Opera Piazza Restaurant, Story Cellar, Sticks'n'Sushi** and **SUSHISAMBA** have all introduced seasonal specials and set menus, and if you're after something a little more unique **Din Tai Fung** are offering a Taiwanese festive set menu, showcasing beloved Xiao Long Bao and indulgent Chocolate Lava Buns. For visitors seeking an extra special Christmas experience, **The Ivy Market Grill, Ladurée, The Petersham** and the **Opera Café** have introduced new afternoon tea menus featuring an enticing selection of festive treats.

Returning for its seventh year, **Miracle at Henrietta** invites guests to relax in its Christmas-kitsch haven, ideal for festive cocktails with friends. Situated in the secret mezzanine at 14-15 Henrietta Street, this year's menu includes a 'Snowball Old-Fashioned' served with gingerbread, a 'Christmapolitan' including absinthe mist, and 'Naughty' and 'Nice' shots. Bookings are now open for 11th November – 23rd December, with a small selection of tables available each evening for walk-in guests.

Experience the Magic of Christmas with Surprise & Delight Experiences Every Thursday

'Festive Thursdays' returns to Covent Garden with a series of unforgettable entertainment, exclusive offers and surprise and delight moments taking place every Thursday from 14th November until 19th December.

Live performances will take place throughout the neighbourhood from **The London International Gospel Choir** and **London Gay Men's Chorus** every Thursday at 6.30pm and 7.15pm, raising donations for Save the Children. Additional Festive Thursday's activity includes festive tipples, gifts with purchase and personalisation in store at **Aesop, Bluebella, Elemis, Miller Harris, Nappa Dori, Olivia Burton, Saint + Sofia, Strathberry** and more. **Moleskine** will be hosting guest calligrapher Phebe on 28th November for 'Festive Notebook Customisation' and **Diptyque** is offering personalised baubles with purchases at their new King Street store.

Visitors can also enjoy food and drink offers, including a festive menu at **STEREO** featuring a live band playing carol covers, warm cocktails and Panettone offers at **La Goccia**, and wine and cheese pairings at **The Petersham Wine Bar & Deli**.

Christmas For All the Family

There is no better place for families to rejoice in Christmas than Covent Garden. From 23rd November to 5th January, the **London Transport Museum** will transform into a winter wonderland, featuring festive activities and a special visit from Father Christmas himself! Little ones can climb aboard Santa's interactive sleigh, enjoy heartwarming festive stories, and embark on a digital trail to discover the museum's hidden treasures. Families can also experience magical performances at **The Royal Opera House**, watching the captivating rags-to-riches tale of Cinderella or being pulled into the whimsical world of Hansel and Gretel. The **Linbury Theatre** will be presenting a unique twist on holiday storytelling with Lost Dog's alternative Christmas show, Ruination.

Unique Gifts and Iconic Advent Calendars

With a wide array of world-class fashion, lifestyle, beauty, jewellery and watch retailers, you'll find gifts for all your loved ones in Covent Garden this season.

Explore unique collections from the latest brands to call the neighbourhood home, such as **Aspinal, Longines, NN.07, Peak Performance, Pretty Lavish, Strathberry** and **Saint + Sofia**, or stock up on stocking fillers from renowned beauty favourites **Benefit, Charlotte Tilbury, Chanel, Creed, Elemis, Glossier, Guerlain, Jo Malone London, Kiehl's, Le Labo, Penhaligon's, NARS** and **Tom Ford**.

Discover must-have items for fashion enthusiasts from **Axel Arigato, GANNI, HOKA, Missoma, Mejuri, Messika, Mulberry, Odd Muse, Polo Ralph Lauren, Reformation** and **Vintage Threads** or give the gift of time from **Gerrard Perregaux, Hublot, Longines, Omega, Tag Heuer, Tissot, Tudor** and more.

For those wanting to count down the days in style, Covent Garden also offers a selection of iconic **advent calendars**. Beauty lovers can indulge in **L'Occitane's** Luxury Advent Calendar, featuring 24 iconic products for just £68. **Jo Malone London's** delightful calendar includes twenty-five scented surprises, from seasonal colognes to mini candles. **Kiehl's** Limited Edition Advent Calendar showcases beloved skincare favourites, beautifully crafted by studio Public/Official. For a touch of elegance, **Missoma** presents three luxurious jewellery advent calendars in gold, silver, and solid gold, starting at £365 (worth £827) or sweet enthusiasts will also enjoy the **Lakrids by Bülow** large advent calendar, brimming with over a hundred gourmet liquorice treats. The countdown continues with advent calendars also

available at **Charlotte Tilbury, Diptyque, Godiva, Happy Socks, Hotel Chocolat, Ladurée, Molton Brown** and **Neuhus**.

With a festive programme like no other to be discovered throughout the Piazza, Seven Dials and surrounding streets, featuring Christmas celebrations, shopping events and dining festivities for all to enjoy, Covent Garden remains the most magical neighbourhood to visit this time of year.

For further information on new openings, experiences, shopping and dining visit Coventgarden.london

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For all media enquiries, request for interviews or images, please contact The Beacon PR:

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Notes to Editors

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 £4.8 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).

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Our purpose

Our purpose is investing to create thriving destinations in London's West End where people enjoy visiting, working and living.

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.

