

**SHAFTESBURY CAPITAL'S COVENT GARDEN WELCOMES UK FIRST FOR
FLAGSHIP RESTAURANT AND BOUTIQUE HOTEL, ERGON HOUSE**

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For immediate release

Shaftesbury Capital has announced that **ERGON House**, the Greek boutique hotel brand known for their unique blend of hospitality and exceptional culinary experiences, is set to open in Covent Garden in a newly refurbished heritage listed building, anchoring King Street next year. This will be the brand's first hotel outside of Greece, marking a significant milestone in ERGON's expansion. It also demonstrates Covent Garden's gravitas in attracting groundbreaking and new flagship concepts and high quality global brands, further cementing its position as a world-class mixed-use destination as Shaftesbury Capital's West End portfolio continues to evolve.

The boutique hotel which features artisanal Mediterranean products and cuisine will open a c.20,000sq ft location at 26 King Street, boasting a unique blend of living, restaurant spaces and culinary experiences in a Mediterranean-inspired atmosphere. The venue will host over 20 contemporary hotel rooms, with access to a private gym, with spaces designed by local artists, paying homage to its Greek roots. It will also boast a 2,220 sq ft rooftop restaurant with an al fresco terrace, which, as one of only a few in the area, will boast striking views of the London skyline.

With food at the forefront, ERGON House will deliver a multitude of culinary experiences open to the public, including an Agora marketplace where bakers, butchers, fishmongers, and greengrocers will bring farm-to-table produce to visitors.

As the only integrated Greek food and hospitality brand in the world with a portfolio of more than 600 unique products, 25 company-owned and franchised Mediterranean delis, restaurants, markets and hotels in Greece, UK, Cyprus and the Middle East, ERGON will bring an alternative culinary concept to London. Following a successful opening in Greece, ERGON House is looking to grow its presence within Europe and has selected Covent Garden to for its London flagship, demonstrating the destination's drive to attain impactful and high-quality UK debuts.

Opening next year, it will complement and join a prime roster of brands on King Street such as **Creed, Jo Malone London, Polo Ralph Lauren, Reformation** and **Petersham Nurseries**, along with renowned restaurant **Clos Maggiore** and the recent arrival of **Arc'teryx's** new flagship store, creating one of London's most attractive lifestyle streets.

Michelle McGrath, Executive Director, Shaftesbury Capital, commented: "Making places like Covent Garden thrive requires the right blend of high quality destination concepts and uses which foster an environment for trade and consumer experiences to flourish. Covent Garden is now the go-to destination for British and international brands, culture, entertainment, and art, with the opening of ERGON House cementing this further.



This unique boutique hotel will enhance the Covent Garden experience, delivering a distinctive blend of high-end hospitality experience which aligns with our goal to continually evolve and enhance the neighbourhood. The addition of a new rooftop restaurant and terrace for the district will deliver a rare and high quality experience for locals and visitors, setting us apart from other destinations.”

Thomas Douzis, Founder & CEO of ERGON, also said: “ERGON House Covent Garden marks a significant milestone for us. It represents our dedication and commitment to providing a memorable, one-of-a-kind experience for guests, and marks a new era in our journey. We chose Covent Garden for our first location in the UK because of its strong reputation in retail and F&B. It offers a unique opportunity for us with local and international visitors, and the solid cultural foundation it has cultivated. We look forward to embedding ourselves within the West End.”

The signing of ERGON House follows the recent announcement that global beauty pioneer **ELEMIS**, is set to open its first London based standalone store in Covent Garden’s Seven Dials later this year, joining brands such as **Missoma** and **Odd Muse** on Monmouth Street. This also follows the recent signing of **Axel Arigato**, which is set to open a new Flagship store on Earlham Street this Summer, marking the retailer’s second location within the Shaftesbury Capital West End portfolio.

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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 2.9 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 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.



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