

PRESS RELEASE

COVENT GARDEN INTRODUCES THREE NEW INNOVATIVE TEST BED RETAIL INITIATIVES THIS SUMMER

7th July 2022

- *Covent Garden welcomes three new pop-up initiatives from digitally native lifestyle and beauty brands*
- *A 'Warehouse of Dreams' courtesy of **Beauty Pie** is open on James Street until 10th July*
- *Cult beauty brand **Lisa Eldridge** returns from 9th July to launch a brand new lip collection*
- *Lifestyle brand **raye** brings a selection of handpicked sustainable brands, plus in-store events to Floral Street until 31st July*
- *Covent Garden will also continue to be home to daily screenings of this year's Wimbledon Tennis Championships with a **pop-up PIMMS bar** serving until Sunday 10th July*

Covent Garden continues to be the most exciting destination in London, as a series of pop-ups open this July - from some of the UK's most exciting beauty and fashion brands including **Beauty Pie**, **Lisa Eldridge** and **raye**.

London's beauty hub has welcomed much-loved beauty subscription brand **Beauty Pie** to 7 James Street - where it has opened its *Warehouse of Dreams*. Redefining the bricks and mortar beauty experience visitors have the chance to exclusively experience the brand, test and shop products, plus receive expert advice from the *Warehouse Wonder* team, with the store open until 10th July.

Following the success of their first ever bricks and mortar outlet in Covent Garden last Christmas, **Lisa Eldridge** will be arriving in the Market Building from 9th July with an immersive new store which celebrates a '*Carnival of Colour*.' This new opening will launch ten new shades of the Luxuriously Lucent and Insanely Saturated Lip Colour collections, as well as six new shades of Liquid Lurex Eyeshadow. Covent Garden's visiting beauty fans will be able to try and buy the new range exclusively at the pop-up, as well as receiving expert advice from the in-store team of beauty experts.

Up and coming lifestyle brand **raye** brings a curated grocery space to Covent Garden with a focus on the most innovative food, drink and wellness brands. The pop-up boutique, open until 31st July, takes over 18 Floral Street and features over 100 handpicked brands with all-natural ingredients and with 90% UK-founded and including sustainable and transparent business practices. The pop-up will host weekly activations such as panel discussions, taste sessions and brand focussed events, including *House of Roxy* crystal meditation encompassing movement, magic and wellness and a sustainability panel talk with brand founders from Oh My Gum!, Bantu Chocolate and Sood.

Recent pop ups have also included fitness and leisure brand **AYBL's** first ever London pop up and the much talked about **Space NK's House of Tatcha** which wowed beauty fans with its Japanese ritual inspired skincare products and innovative aesthetic and store design.

Transforming the al-fresco heart of London into a Wimbledon screening hub, pop-up **Pimms on the Piazza** will continue to serve a menu including the Pimm's classic serve, their new Pimm's Sundowner

COVENT GARDEN

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Spritz, soft drinks and light snacks to visitors until Sunday 10th July. Alongside the large screen, the historic East Piazza is filled with deck chairs and picnic benches for viewers to immerse themselves in the best of British tennis, while the estate will continue to be resplendent in Union Jack themed bunting, floral decorations and more throughout the Summer.

For further information on new openings, pop-ups, shopping and dining visit [Coventgarden.london](https://www.coventgarden.london)

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Covent Garden is a leading retail and dining destination and is one of the most vibrant estates in the heart of central London. The area is now home to a wide variety of British, global and independent brands including Chanel, Tom Ford, Tag Heuer, Vashi, Glossier, Ave Mario, Balthazar and SUSHISAMBA, with upcoming openings from Tudor and Reformation. www.coventgarden.london

Capital & Counties Properties PLC (“Capco”)

Capital & Counties Properties PLC is one of the largest listed property investment companies in central London and is a constituent of the FTSE-250 Index. Capco's landmark estate at Covent Garden was valued at £1.7 billion (as of 31st December 2021) where its ownership comprises over 1.1 million square feet of lettable space. As of the date hereof, Capco owns a 25.2 per cent shareholding in Shaftesbury PLC. Capco shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange. www.capitalandcounties.com