

## PRESS RELEASE

### COVENT GARDEN CHAMPIONS BEAUTY INNOVATION THROUGH THE LAUNCH OF NEW RETAILERS, PRODUCTS AND POP-UPS THIS SPRING

22<sup>nd</sup> March 2022

- *Covent Garden will introduce a line up of exciting new pop-ups and activations across the estate, offering beauty fans the latest must haves from the world of cosmetics, skincare and fragrance*
- **VIEVE** arrives in Covent Garden for the first time popping up from the 23<sup>rd</sup> March – 2<sup>nd</sup> April with an exclusive shopping space
- Skincare favourite, **The Inkey List** will open its doors from the 18<sup>th</sup> - 27<sup>th</sup> March via an immersive boutique which will give visitors the opportunity to receive a step by step skincare routine experience
- Covent Garden staple, **Guerlain**, is bringing a selection of new luxury products to its technological skincare line and innovating fragrance collection, which are all available at the Covent Garden boutique from March
- Covent Garden offers a wide variety of beauty and fragrance masterclasses for consumers to select from, available in much loved boutiques including **Glossier, Chanel, Guerlain, NARS, MAC, KIKO, Charlotte Tilbury** and many more

Covent Garden, the central London shopping hub, is introducing a number of pop-ups and innovative product lines this Spring cementing its position as the leading destination for beauty and fragrance in London. The new launches and activations will give beauty lovers access to the most sought after and innovative products in cosmetics, fragrance and skincare, all housed within the neighbourhood.

For the first time, digitally native and Scotland based cult beauty brand **VIEVE** will be opening its doors in Covent Garden, offering a range of skincare products carefully crafted by makeup expert and beloved beauty digital creator, **Jamie Genevieve**. Taking over **20 Floral Street** from **23<sup>rd</sup> March – 2<sup>nd</sup> April**, the boutique will give visitors the opportunity to experience the new MUSE collection, shop the wider product offering and receive a complimentary beauty consultation with a **VIEVE** makeup artist. VIEVE fans can also take home a limited edition sweatshirt, exclusive to shoppers at the Covent Garden store.

Arriving at 2/3 James Street this Spring is skincare favourite, **The Inkey List**, renowned for its pioneering vision to make intelligent beauty accessible for all. The new boutique is inspired by the bespoke skincare range **The Inkey List** offers, and is brought to life through an **immersive skincare journey** for shoppers to experience as they move throughout the store as well as the opportunity to win prizes. Starting with the *Hero Zone; Cleanse*, visitors will have the option to take pictures and match up statements and questions which appeal to them with **The Inkey List** products. Visitors will then learn about the importance of hydrating skincare, treating and moisturising skin as well as wearing SPF. Bespoke skincare consultations will also be available via walk-in or pre-booked appointments, and guests will also be able to take part in a timed game to win **Inkey** prizes.

Recently opened in Covent Garden, **Guerlain** is launching a variety of new innovative products this Spring. Firstly, the Scalp & Hair Youth Oil-in-Serum and Intense Repair Youth Oil-in-Balm, which use the

power of honeys and royal jellies produced by bees across islands from France, Greece and Finland, specifically targeting the needs of hair and scalp combined with **Guerlain's** Dynamic Blackbee Repair Technology. The brand has also expanded its fragrance collection with the relaunch of *Aqua Allegoria*. First created in 1999, the new launch features sustainable attributes including ingredients which are 95% naturally derived. The iconic fragrance is also now encased in a reusable refillable bottle which uses 60 percent less carbon dioxide. The second fragrance, *Musc Outreblanc*, from the Haute Parfumerie collection *L'Art & La Matière*, is a combination of delicacy and sensuality, built in accord of three white musks and one vegetal musk known as ambrette and a hibiscus seed extract with nuances of pear and iris. The bottle is made of 10% recyclable glass and is refillable and can also be personalised in the Covent Garden store.

Covent Garden is committed to bringing the newest, most exciting brands, experiences and products from the beauty world to its visitors and is home to the first **Tom Ford** beauty store, as well as the first European **Glossier** boutique. Current beauty brands include **Dior**, **CHANEL**, **DECIEM**, **NARS**, **Aesop**, and **Charlotte Tilbury**. The **CHANEL** School of Makeup offers a masterclass for visitors to finesse their makeup skills, the **Dior** boutique invites beauty fans to its Backstage Universe to learn beauty techniques with lessons from its experts, while the **Charlotte Tilbury**, **Tom Ford**, **NARS** and **KIKO** flagship boutiques invites shoppers to discover skincare secrets and makeup sessions.

Michelle McGrath, Executive Director, Capco commented: *"We are delighted to be introducing these upcoming digitally native beauty concepts to the Covent Garden estate, attracted by the depth and quality of standalone beauty boutiques in the district, and our commitment to the beauty industry as a Founding Patron of the British Beauty Council. We are committed to supporting creative and innovative brands who enrich Covent Garden as the beauty capital of the UK."*

With a plethora of skincare and beauty brands on offer Covent Garden continues to be the leading space in London for experiential beauty retail and pop ups.

-Ends-

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## COVENT GARDEN

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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, Vashi, Glossier, Ave Mario, Balthazar and SUSHISAMBA, with upcoming openings from Tag Heuer and Reformation. [www.coventgarden.london](http://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 31 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](http://www.capitalandcounties.com)