

PRESS RELEASE

BEYOND BEAUTY AT COVENT GARDEN

AN UNMISSABLE CELEBRATION OF BEAUTY AND WELLNESS ARRIVING THIS SEPTEMBER



20th August 2026

- *Covent Garden's annual beauty festival **BEYOND BEAUTY** returns from **4th – 13th September 2026***
- *The **10-day event** will bring together the very best in skincare, fragrance, makeup and wellness at over 80 leading beauty and wellness brands*
- *This year's celebrations are held in collaboration with charity **Beauty Banks** in support of a future without hygiene poverty in the UK*
- *Expect exclusive beauty masterclasses at **Charlotte Tilbury, ELEMIS, Kiehl's, NARS, Neal's Yard Remedies**, and more*
- *Select your next scent with expert fragrance profiling and creation masterclasses at **Creed, Experimental Perfume Club, INITIO Parfums Privés, Penhaligon's** and **Matière Première***
- *Exclusive offers, discounts and gifts with purchase will be available for the duration of the festival at **Byredo, Code8, Kiehl's, GUERLAIN, Molton Brown, Rituals** and more*
- *New for 2026, **Backstage Beauty Passes** will unlock a curated trail of exclusive experiences and £200 worth of beauty goodies with a donation of ticket sales supporting **Beauty Banks***
- *Discover Covent Garden's vibrant fitness neighbourhood via a series of run clubs and strength & movement classes with **HOKA, Peloton London Studios** and **Saucony***
- *For the first time, **SpaceNK** will collaborate as an **experiential partner**, transforming the iconic Piazza into an immersive beauty playground, featuring new product launches and returning favourite brands such as **Fenty, Lisa Eldridge, Medicube, Medik8, Paula's Choice**, and **Salt and Stone***
- ***The Fragrance Garden** is back, bringing a fresh selection of scents for visitors to explore daily through an immersive experience centred around a planted installation of breathtaking blooms inspired by **SpaceNK's** leading fragrance brands*

LONDON, August 20th 2026. This September, Covent Garden welcomes back **BEYOND BEAUTY**, its annual 10-day celebration of skincare, fragrance, makeup and wellness. The festival returns for the second year with a packed programme of experiences, events and activations, drawing on Covent Garden's unrivalled line-up of more than 80 beauty and wellness brands.

As London's leading beauty destination, there is no better place to bring the industry together. With a world class line up of global beauty brands and flagships including **Chanel, Charlotte Tilbury, Dolce&Gabbana, ELEMIS, Glossier, GUERLAIN, Jo Malone London, Miller Harris, NARS, Neal's Yard Remedies, Penhaligon's, SpaceNK, Tom Ford** and many more choosing to call Covent Garden home in London, the beauty hotspot destination provides the perfect platform to discuss what's new and what's next.

Running from **4th – 13th September 2026**, **BEYOND BEAUTY** will transform the entire neighbourhood, from the iconic Piazza and the surrounding streets to Seven Dials into an immersive beauty playground. Following the launch of *Big Beauty* in 2025, this year's festival will go further, exploring beyond the product and celebrating the people, ideas, experiences and innovations shaping the industry today.

Unmissable offers and masterclasses from the best in beauty

Expect exclusive brand offers, immersive in-store activations and expert masterclasses from the best in the business.

Beauty pioneer **Charlotte Tilbury** will host exclusive Beyond Beauty masterclasses and personal shopping sessions at the Covent Garden flagship store from 4th – 10th September. Guests can enjoy live demonstrations from Charlotte Tilbury artists showcasing best-sellers and new innovations, alongside expert beauty advice, application tips and a personalised shopping experience.

On 10th September, **NARS** will host an eye artistry masterclass at its King Street boutique, sharing insider techniques and tips in the ultimate "eyemaxxing" tutorial. Also on 10th September, **Neal's Yard Remedies** will present a 90-minute Mood Manifestation workshop led by an expert aromatherapist. Drawing on 45 years of aromatherapy expertise, guests will explore the emotional power of fragrance, create a bespoke body oil and enjoy exclusive event-only offers.

For skincare enthusiasts, **ELEMIS** will celebrate the launch of its Pro-Collagen Future Restore Eye Serum with complimentary 15-minute consultations. On 4th September, the ELEMIS Bridal Masterclass will offer personalised skincare advice and routines tailored to every stage of wedding preparation, from six months out to the big day.

Personalise your skincare routine with complimentary **Kiehl's** Derma Reader consultations at its new Monmouth Street store, and from 4th – 10th September, **Rituals** will celebrate Uukumwe Discovery Week with the launch of its new range, featuring complimentary hand massages, immersive challenges and opportunities to win exclusive products. Discover the new **Code8** store on Monmouth Street with an exclusive 20% discount across all products throughout the festival, while **Benefit** will offer expert threading and tinting services for effortless beauty maintenance.

Celebrate the art of perfumery with a series of fragrance experiences and offers. Customers spending over £300 at **GUERLAIN** will receive a complimentary summer bag with skincare and fragrance minis, while **Glossier** is offering a limited-edition Storm Ultralip mini or Body Spritz with a £65 spend throughout the festival.

Byredo will offer a complimentary Polaroid with every purchase of *Future Memories*, while **Creed** invites guests to discover their perfect scent through one-to-one fragrance consultations with engraving. Join a fragrance masterclass at **INITIO Parfums Privés** and explore its immersive Feel Lab experience, visit **Jo Malone London** for expert consultations tailored to every occasion and create

your own signature scent at **Experimental Perfume Club**. Discover **Matière Première** and receive a complimentary sample following a personalised consultation.

At **Miller Harris**, enjoy fragrance profiling and scent-layering advice, while **Penhaligon's** offers engraving, embossed leather sleeves and charms for fragrance personalisation. Step into the world of **Parfums de Marly** through its Château de Marly-inspired experience or visit **Molton Brown** on 5th September to celebrate the launch of its new Eau de Parfums, with complimentary ice cream and 20% off purchases over £50.

Backstage Beauty Passes

Secure Backstage Beauty passes to the best of beauty in Covent Garden and join us on a trail of beauty discovery collecting bestsellers, expert tips and treats along the way.

For the first time, Covent Garden invites visitors to book a ticket to go behind the scenes, uncovering the best of beauty in the neighbourhood and what the standout brands have to offer. Taking place on the 4th and 5th of September, start your quest at **Peloton London Studios** on Floral Street to receive your BEYOND BEAUTY tote bag and map, to embark on a walking trail unlocking an exclusive haul of beauty must-haves worth over £200 from 10 iconic brands. The impressive line-up of participating retailers offering new launches, cult favourites and beauty heroes, includes **Charlotte Tilbury**, **Code8**, **Glossier**, **Guerlain**, **INITIO Parfums Privés**, **Kiehl's**, **Matière Première**, **NARS**, **Neal's Yard Remedies** and **Peloton London Studios**.

With a limited number of tickets going on sale on 21st August, be sure to set a reminder as tickets are first come first served. For every £20 ticket sold, 50% will directly support this year's charity partner, **Beauty Banks**, helping them work towards a future without hygiene poverty in the UK. Each ticket purchased includes an entry into our exclusive prize draw, with a prize valued at over £300 up for grabs.

Wellness, workouts and beyond

For wellness experiences across the neighbourhood, visit **Nappa Dori** for a complimentary elaichi chai tea with every £50 purchase, or head to **Nespresso** to discover its Coffee+ range, featuring vitamin-infused pods including Vivida (Vitamin B12) and Active (Vitamin B6), alongside its exclusive collagen range with Vital Proteins.

Fitness enthusiasts can explore **HOKA's** 3D foot-scanning technology to find their perfect running fit and join its popular weekly run club. **Saucony** will also host a festival run club, offering even more opportunities to get moving this September.

During the festival, **Peloton London Studios** will welcome New York-based Bike, Tread and Strength Instructor **Olivia Amato** for a special London residency. From 11th – 13th September, Olivia will lead a series of classes, including HIIT & Hills Ride, EDM Ride and Pop Walk sessions.

Look and feel your best at Covent Garden with an unrivalled selection of athleisure, lifestyle and accessories brands, including **Alo**, **Vivo Barefoot** and **Vuori**.

Covent Garden-founded beauty brand SpaceNK takes over the Piazza as Beyond Beauty Experiential Partner, new for 2026

SpaceNK, founded in Covent Garden, will partner with Covent Garden as the experiential partner for Beyond Beauty, transforming the iconic Piazza into an immersive beauty destination. Having opened its first store in Covent Garden in 1991, with its UK flagship now on Neal Street, the partnership celebrates the growth of both SpaceNK and Covent Garden as a leading beauty destination.

From 4th – 13th September, visitors can explore exclusive pop-ups from world-renowned brands stocked at **SpaceNK**. Returning favourite **Fenty** will bring the Fenty Beauty Fluid Flex Gym, showcasing the new Pro Filt'r Fluid Flex Foundation. **Paula's Choice** will introduce its new Peptide Plumping Intensive Moisturiser alongside complimentary skin consultations, while new to SpaceNK and social media sensation **Medicube** will launch its latest range during the festival. Guests can also discover **Salt & Stone's** six signature scents and sensorial body care collection.

Enjoy Colour Consultations to find your ideal undertone and shade, and preview the latest launch from **Lisa Eldridge**. **Medik8's** immersive lab experience also returns, offering visitors the chance to explore the science behind its renowned CSA Philosophy, discover new skincare innovations and receive personalised consultations.

The return of The Fragrance Garden

The Fragrance Garden is back, bringing a fresh selection of scents for visitors to explore through an immersive, multi-sensory experience. Step into the garden to discover the ingredients behind some of your favourite cult fragrances. With brand experts on hand daily, this is the perfect opportunity to find your next signature spritz.

SpaceNK stocked brands will be at the garden daily throughout the festival from 4th – 13th September, celebrating the art of fragrance and sharing their signature scents. Fragrance Garden brands and their takeover date include: **Phlur** on 4th, **Chloe** 6th and 11th, **Ellis Brooklyn** on 7th, **Vyrao** on 8th, **Kilian** on 9th, **Hermes** on 10th and 12th, and **Dedcool** on 13th September.

Beyond the beauty

Beyond the beauty, **Covent Garden's vibrant culture will be on full display throughout the campaign**. Visitors can explore the neighbourhood's celebrated cafes, restaurants and al fresco terraces, dive into its renowned fashion, accessories and luxury lifestyle boutiques or enjoy live entertainment at over 20 thriving theatres right in the heart of theatreland.

BEYOND BEAUTY is an invitation to explore, play and experiment, to appreciate beauty in all its forms, and in the everyday moments. Open to all, Covent Garden invites you to discover and enjoy.

Head to the Covent Garden website to discover even more beauty offers, experiences and exclusive masterclasses, and be sure to secure your spot ahead of time by booking via the link [**here**](#).

For general information, please visit the official Covent Garden website or email:

coventgarden@thebeaconuk.com

-Ends-

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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 under management, valued at £5.6 billion, extends to 2.8 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.

In April 2025, Shaftesbury Capital and Norges Bank Investment Management ("NBIM") formed a long-term partnership, in respect of the Covent Garden estate. Shaftesbury Capital retains 75 per cent ownership and management control over the estate. The partnership brings together two long-term investors with a shared confidence in and ambitions for the growth prospects of the Covent Garden estate and the West End.

Shaftesbury Capital shares are listed on the London Stock Exchange ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary).

Our purpose

Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

Our values

We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and make a difference.

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