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For immediate release

**K-WAY SIGNS FOR NEW STORE IN COVENT GARDEN'S SEVEN DIALS**

**Shaftesbury Capital** has announced the signing of **K-Way**, the premium French outerwear brand, for a second store within the portfolio, set to open in Covent Garden's Seven Dials neighbourhood at 19 Earlham Street in October.

Already established on Carnaby Street in Soho, the new c.1,200 sq ft Earlham Street store marks the next stage in K-Way's UK expansion, representing its third standalone store in the country. The decision to open a second location within Shaftesbury Capital's portfolio underlines Covent Garden's position as one of London's most sought-after retail destinations, known for its curated mix of premium international names, independent concepts, and flagship brand experiences.

Founded in 1965 and renowned for its category-defining packable waterproof windbreaker jacket, K-Way has moved from strength to strength, blending urban fashion with technical outerwear. Alongside its classic windbreakers, K-Way offers a wide variety of jackets, fleeces, and apparel for men, women, and children, and frequently partners with high-end fashion and streetwear brands, such as Fendi, Saint Laurent, Ami Paris, Kappa, and Universal Works.

**William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital**, said: "The strength of our portfolio lies in the distinct character of each of our neighbourhoods and our long-term approach to curating a mix of brands that enhances these destinations. K-Way has already established a strong presence on Carnaby Street, and its decision to open a second location with us in Covent Garden reflects both the appeal of the neighbourhood and the confidence brands have in our stewardship of London's West End."

**Lorenzo Boglione, CEO of the BasicNet Group**, also commented: "The opening of our third K-Way monobrand store in the UK marks another important milestone in our strategy to strengthen the brand's presence in one of Europe's most dynamic retail markets. Following the successful openings on King's Road in 2025 and Carnaby Street in 2026, Covent Garden was a natural next step: one of the city's most iconic destinations, renowned for its shopping, culture and international visitors. As we continue to expand our retail network, our goal is to offer an immersive brand experience that fully expresses K-Way's heritage, innovation and contemporary lifestyle vision."

K-Way is just one of the retail brands with dual sites across Shaftesbury Capital's 2.8 million sq ft portfolio, joining the likes of **Axel Arigato**, **Barbour**, **Charlotte Tilbury** and **Samsøe Samsøe**, reinforcing the complementary appeal of its West End neighbourhoods for the right retailers, and the leading landlord's ability to support long-term growth as brands scale their physical retail presence.

**-ENDS-**

For further information, please contact Aver PR at: [coventgarden@averpr.com](mailto:coventgarden@averpr.com)

**Notes to Editors****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.

### **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 200 restaurants, bars and cafes.

[www.coventgarden.london](http://www.coventgarden.london) @coventgardenldn

### **About K-Way**

K-Way® is a brand of BasicNet Group, which also owns the brands Kappa®, Robe di Kappa®, Jesus® Jeans, Superga®, Briko®, Sebago®, Woolrich® and Sundek®. BasicNet's leader brands are present in the sports and leisure apparel, footwear and accessories market. It operates worldwide through an international network of entrepreneurs, licensees of the brands, which produce or distribute the products. BasicNet offers to its network services of research, development, industrialization of the products and global marketing. All the company processes occur only through the Web, making BasicNet a "fully web integrated company". BasicNet, with headquarters in Turin, Italy, is listed at the Italian Stock Exchange since 1999.