

PRESS RELEASE

**COVENT GARDEN'S SUMMER STREET PARTY RETURNS BIGGER THAN EVER FOR 2026 AS
SEVEN DIALS GOES TRAFFIC-FREE FOR THE ULTIMATE SUMMER CELEBRATION**



10th July 2026

- For one day only, on 25th July, one of London's most iconic neighbourhoods will become an open-air summer playground as, for the first time, **all eight streets surrounding the Seven Dials Monument are closed to traffic** and handed over to people for the ultimate summer celebration
- Visitors can enjoy exclusive shopping offers from Covent Garden's much-loved brands including up to 50% off across **GANNI, Kiehl's, KIKO Milano, Moleskine, Penhaligon's** and **Peloton Studios London**, with complimentary gifts and services available at **CODE 8, DECIEM, GUERLAIN, Missoma, Nespresso, Saint + Sofia, So.Shell, Strathberry** and **Sunspel**
- Refreshing offers on summertime serves at **Brasserie Max** at the **Covent Garden Hotel, Cô Thành, EL&N Deli & Bakery**, and **Harry's**.
- Unmissable pop-ups will take to the pedestrianised streets for the day from **AWAY, ELEMIS, Hagen Coffee, Kiehl's, Missoma, Mulberry** and **Mr Twist ice cream**.
- Summertime specials will be served al fresco exclusively for the day at pop up bars throughout the neighbourhood from **Sarti, Seven Dials Market** and the **Thirsty Farrier**.
- The **Summer Street Party Bar** will be mixing exclusive seasonal cocktails served all day 'on the dial' including the Monmouth Margarita, Covent Garden Breeze, Street Party Paloma and Seven Dials Spritz.
- The celebrations continue just moments away in the historic Covent Garden Market Building, where a breathtaking **aerial art installation** is suspended throughout the building's Central Avenue. Created by artist Pauline Loctin, in celebration of **The Royal Ballet School's centenary, 'A Century of Becoming'** features a series of 25 hand-folded floating paper sculptures.
- Forming part of Covent Garden's summer long programme, **Now Playing**, visitors can also enjoy unrivalled al fresco dining spots and summer pop-ups transforming the destination into the West End's **ultimate summer playground**

Covent Garden's Summer Street Party takes Seven Dials

On **25th July 2026**, Covent Garden's **Summer Street Party** returns to **Seven Dials** to celebrate an unmissable British summertime in the capital.

For one day only, eight streets of Seven Dials will be car-free, transforming the neighbourhood into an open-air street party where visitors can wander freely and soak up everything the celebration has to offer. Whether

you're shopping, dining or taking advantage of the sun and the atmosphere, this is one summer celebration not to miss in the heart of London's West End.

Sip, savour and celebrate

It wouldn't be a summer celebration without all fresco seasonal sips. Visit **Seven Dials Market's** extended all fresco terrace on Earlham, with an **Aperol Spritz** serving station, **Jubel** pop up bar and summer slushy station, serving frozen cocktails and mocktails, making for the perfect spot to take in all the festivities.

The popular **Thirsty Farrier** horsebox bar will be returning to Covent Garden with their summertime pop up on Shelton Street. Serving a menu of classic cocktails and refreshing sips including margaritas, white chocolate pina colodas, Pimms and much more.

Visitors can enjoy a selection of seasonal serves from an exclusive curation of pop-ups on Monmouth Street, including signature coffee from **Hagen**, soft-serve at the **Mr. Twist** ice cream trike and fresh juice at the **Peloton Studios London** cart. **Sarti's** charming Volkswagen camper van will be serving refreshing aperitifs, whilst the **Covent Garden Hotel** will offer an exclusive £10 cocktails.

Embrace the flavours of the season and discover the **EL&N Deli & Bakery** new summer inspired menu, *La Plage d'EL&N*, with 10% off while at **Flesh & Buns**, diners visiting between 12pm and 9pm will receive a complimentary signature cocktail with their meal. Groups of four who book a table at **Harry's** Covent Garden on the day can enjoy a complimentary round of spritzes to step into summer and diners at **Cô Thành** can enjoy an elderflower spritz for £12.50, with a buy-one-get-one offer available exclusively for the day. Get off your feet and settle in for a leisurely meal at the **Covent Garden Hotel**, and enjoy 15% off food and drink at Brasserie Max for one day only.

For those with a sweet tooth, drop by **Lakrids by Bülow** and **Neuhaus** where they will be offering complimentary samples of their signature chocolates throughout the day.

Discover exclusive Summer Street Party offers

A host of exclusive one-day-only offers and experiences will be available throughout the neighbourhood for the summertime celebrations.

For coffee lovers, **Nespresso** will be offering a complimentary Display Mia coffee pod dispenser with every £50 purchase on the day, and for those who purchase a machine from the Summer collection can enjoy a five-sleeve coffee selection, Travel Mug and Display Mia. Meanwhile, **AWAY** will be hosting its 'Unlock the Win' challenge, where visitors can take part for the chance to win a prize, alongside enjoying complimentary refreshments and a charm bar to create their own personalised luggage charm.

Get your skin summer-ready with **Elemis'** Hydration Station trike on Monmouth Street, where visitors can have their skin's hydration levels assessed and receive complimentary SPF top-ups and skincare samples. **Kiehl's** will host a tuk-tuk pop-up, where guests can enjoy refreshing drinks, receive personalised Derma Reader skin analyses and consultations, and even enjoy 20% off when signing up to the loyalty programme.

Complete the look with a refresh of beauty essentials. Receive a limited edition lipstick charm case with a purchase of **GUERLAIN'S** new Kiss Kiss Lipstick and get an exclusive tote bag with any purchase of £120 or more. Experience the art of personalisation with **GUERLAIN'S** in-store artist, offering live hand engraving and calligraphy on selected purchases.

Code 8 will be offering a complimentary lipstick case with every purchase, while customers at **KIKO Milano** can enjoy up to 50% off. **DECIEM** will have a personalization atelier at both their Monmouth Street and Market Building stores, creating keychains with every purchase of their SULFUR 10% Powder to cream concentrate.

Top it all off with a signature fragrance from **Penhaligon's**, where visitors can enjoy 15% off purchases alongside complimentary engraving.

No summer refresh is complete without a wardrobe update. Shoppers at **GANNI** can enjoy an additional 10% off when two sale styles are purchased and at **Saint + Sofia**, visitors browsing the collection on 25th July will be welcomed with a complimentary glass of bubbles, while lucky envelopes give guests the chance to win exclusive surprises.

Cambridge Satchel, **Strathberry** and **Sunspel** will be adding a sweet touch to the celebrations, treating customers to complimentary ice cream and summer refreshments as they shop throughout the day. **Mulberry** will be serving ice cream for the occasion on Covent Garden's North Piazza, whilst **Missoma** will be popping up with their refreshing summer drinks cart on Monmouth Street, offering a complimentary gift with purchase to all customers on the day.

Additional offers & experiences only in Covent Garden

Experience everything Covent Garden has to offer for the Summer Street Party and take a moment to unwind at **So.Shell**, where guests can enjoy £10 off treatments, plus a complimentary hand or foot massage when booking an experience using the code SUMMERPARTY. **Moleskine** will be offering 10% off exclusively for the day and customers will have the chance to fill out a Moleskine x Alice's Adventures in Wonderland crossword for a chance to win prizes including personalised Moleskine notebooks and more.

Keep the celebrations going with a visit to **Peloton Studios London** cart on Monmouth Street, where visitors can enjoy complimentary refreshments, redeem a special in-store offer and even receive 20% off throughout the entire weekend at the Floral Street store, extending the Summer Street Party long after the day itself.

For another fitness highlight, **BODYROK** will be hosting its signature live DJ Pilates classes, with participants able to enjoy complimentary refreshments after each session as the perfect post-workout treat.

Discover "A Century of Becoming"

Whilst exploring the streets of Covent Garden, visitors can discover '**A Century of Becoming**', a striking aerial installation commissioned by Covent Garden to celebrate 100 years of The Royal Ballet School.

Created by sculptural artist Pauline Loctin, the large-scale suspended installation draws inspiration from the grace and movement of ballet, featuring 25 hand-crafted paper sculptures floating for 50m throughout the Market Building's Central Avenue.

Running until September, this captivating summer installation along with the breathtaking '**Ballet in Bloom**' garden, offers the perfect backdrop for visitors to capture memorable moments right in the heart of Covent Garden.

Play continues in Covent Garden

Long known as London's home of theatreland, creativity and culture, the spirit of play runs through every corner of Covent Garden. From unrivalled shopping and big sporting moments to al fresco hotspots and pre-theatre dining, Covent Garden has come alive with an unmissable line-up of summer experiences, transforming the neighbourhood into the West End's ultimate playground

For more information on Now Playing in Covent Garden and the Summer Street Party, visit the official Covent Garden website or email coventgarden@thebeaconuk.com

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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 £5.4 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 [@coventgardenldn](https://twitter.com/coventgardenldn)