

PRESS RELEASE

BEYOND BEAUTY AT COVENT GARDEN COVENT GARDEN'S BEAUTY FESTIVAL RETURNS FOR 2026: AN UNMISSABLE CELEBRATION OF BEAUTY AND WELLNESS ARRIVING THIS SEPTEMBER



LONDON, August 3, 2026. This September, Covent Garden, home to over 80 leading beauty and wellness brands, today announced the return of its annual beauty festival. Reimagined as **BEYOND BEAUTY** the 10-day event will bring together the very best in skincare, fragrance, makeup and wellness, all set against the iconic backdrop of Covent Garden.

Running from **4th – 13th September 2026**, **BEYOND BEAUTY** will transform the entire neighbourhood, from the iconic Piazza and the surrounding streets to Seven Dials, global flagships and independent boutiques, 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.

Expect **exclusive pop-ups, exciting launches, brand offers** and **expert masterclasses** from the best in the business. With **immersive activations** throughout the festival from some of the world's most exciting beauty and wellness brands, visitors will have the opportunity to learn from and engage with some of beauty's biggest names.

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

The festival's programme, soon to be announced, will be shaped around some of beauty's biggest voices, exploring themes such as seasonal beauty essentials, new future favourites, workout your wellbeing, and fragrance fundamentals.

For the first time, Covent Garden-founded brand **Space NK** will partner with Covent Garden as an experiential partner for Beyond Beauty, delivering a takeover of the iconic Piazza, that will transform the setting into an immersive beauty playground for visitors to explore. Having opened its first store in Covent Garden in 1991 and with its UK flagship now located on Neal Street, this partnership celebrates the growth of both Space NK as a brand and Covent Garden as a world-leading beauty destination.

Beyond the beauty, **Covent Garden's vibrant culture will be on full display throughout the campaign.** Visitors can explore the neighbourhood's celebrated cafes, bars, restaurants and al fresco terraces, whilst enjoying live entertainment, or diving into its renowned fashion, accessories and luxury lifestyle boutiques.

BEYOND BEAUTY is more than a festival. It's a celebration of how far the beauty industry has come and a look towards where it's headed. Open to all, it brings people together to experience beauty in all its forms.

Final programming detail for BEYOND BEAUTY in Covent Garden will be announced in due course. For general information, please visit the official Covent Garden website or email:

coventgarden@thebeaconuk.com

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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.

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.

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