

CARNABY STREET REVEALS *PRESS PLAY ON CHRISTMAS* 2026

'Press Play on Christmas' brings the colour, creativity and nostalgia of the 90s to Carnaby Street and Soho this festive season



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- Carnaby Street today launches '*Press Play on Christmas*' for 2026, with a new version of its iconic Christmas lights at its heart
- The new-look vibrant display is inspired by the colour, creativity and joy of a British 90s Christmas, brought to life by design specialists Sculptivate
- The lights will be switched on Wednesday 4th November, marking the start of the festive season in the West End
- Visitors will be able to register for a free Switch-On Pass, unlocking additional benefits and experiences throughout the evening
- Press Play on Christmas will bring together festive shopping, dining, entertainment and seasonal experiences across Soho and Carnaby Street, with further details to be announced over the coming weeks

London, 1 October 2026: Today, Carnaby Street reveals its new-look Christmas lights for 2026, announcing '*Press Play on Christmas*', bringing the colour, creativity and playful energy of the 90s to the heart of London's West End. '*Press Play on Christmas*' invites Londoners to a festive season inspired by a time when shopping was a day out, discoveries happened in person and festive memories were made together. The new-look display takes the spirit of the decade and reimagines it for today. At its heart, the lights installation will create a vibrant backdrop for a season of shopping, dining and experiences across Carnaby Street and Soho.

Officially switched on Wednesday 4th November, the lighting display will once again transform Carnaby Street into one of London's most celebrated festive destinations. The display draws inspiration from the colour, confidence and playful energy of a British 90s Christmas, with vibrant neon-style colours flowing through the lights.

The 90s was a time when culture was experienced together and in person, photographs were something you could hold, shopping was a social occasion and going out meant discovery. Christmas especially brought all these moments together, creating a season centred around shared experiences and spontaneity. This year, Carnaby Street is taking that spirit and reimagining it for today, creating a Christmas that feels familiar but looks completely new, all under the glow of the vibrant neon lights.

The Carnaby Street Switch-On remains free and open to everyone. Visitors can also register for a free Switch-On Pass, unlocking additional offers and experiences on the night and throughout the festive season. Registration opens this month.

Carnaby Street's unique festive atmosphere is brought to life not only by its lights but also through its unrivalled mix of shopping and dining and real-world experiences. Visitors can rediscover shopping as a social occasion and partake in the ritual of picking out the perfect gift in person, exploring everything on offer from Sephora, TALA, Pureseoul, KOOKAÏ, Edikted, Subdued, Charlotte Tilbury, GANNI, Adidas Originals, MAC, END., Astrid & Miyu, and Alohas, alongside independent concept boutiques and international flagships.

Soho's renowned food and drink scene provides the perfect opportunity to come together and celebrate throughout the season. Visitors can discover exciting new openings including Bistro Cocotte, Royale and Solis, whilst established favorites include Padella, The Shaston Arms, Kiln, Rita's, Marjorie's, Vagabond and Mountain, as well as immersive venues like Cahoots and the Little Violet Door. There are also plenty of options available for group dining, with feasting menus and private dining rooms available to book across venues such as The Blue Posts, Pastaio, Saltwater and The Palomar, including Evelyn's Table, bookable for exclusive hire for a Michelin-starred private dining experience.

Kingly Court, Soho's iconic three-storey dining destination, will also serve up cosy festive energy and moments to savour together. Cascading lights will illuminate the balconies, creating an intimate glow for diners as they enjoy festive menus from the likes of ALTA, Imad's Syrian Kitchen, OKA, Le Bab and Goldies.

Catherine Riccomini, Director of Marketing and Communications at Shaftesbury Capital, said: *"Carnaby Street has always done Christmas differently, and this year we're taking the colour, creativity and optimism of the 90s and reimagining it for today. Press Play on Christmas is about much more than the lights, it's about giving people reasons to come together, discover something unexpected and experience the neighbourhood in real life. From shopping and dining to entertainment and experiences across Carnaby Street and Soho, we want Christmas here to feel spontaneous, social and full of discovery."*

The 'Press Play on Christmas' switch-on will take place on Wednesday 4th November 2026, with a series of festive events and celebrations continuing throughout the season.

Registration for the switch on opens this month at: [ThisisSoho.co.uk](https://thisissoho.co.uk). In the meantime, visitors can start planning their festive season with the [Christmas in Soho guide](#).

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For all media enquiries for Soho and Carnaby Street please contact: soho@wcommunications.co.uk

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 Soho

Soho is a world-famous shopping and dining destination in the heart of London's West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it's home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London's dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

[ThisisSoho.co.uk](https://thisissoho.co.uk) / [@ThisisSoho](https://www.instagram.com/thisissoho)