

PRESS RELEASE

100 DAYS TO CHRISTMAS: CARNABY STREET AND COVENT GARDEN REVEAL 2026 CHRISTMAS LIGHTS SWITCH-ON DATES



With 100 days until Christmas, London's festive season is set to begin as Carnaby Street and Covent Garden confirm their switch-on dates

Wednesday 16th September

- With 100 days to go until Christmas, **Carnaby Street** and **Covent Garden** announce their Christmas lights switch-on dates
- Carnaby Street will unveil its Christmas lights on **Wednesday 4th November**
- Covent Garden will switch-on its Christmas lights on **Thursday 12th November**
- Further details on themes and festive programmes to be revealed soon

London, 16th September: With only 100 days until Christmas day, Covent Garden and Carnaby Street announce the 2026 switch-on dates for their iconic Christmas lights, officially starting the countdown to Christmas in the West End.

These eagerly anticipated events are landmark moments in London's Christmas calendar, as the spectacular displays from two of the world's most celebrated festive destinations mark the start of the Christmas season, drawing visitors from around the world to celebrate in the heart of the capital.

Carnaby Street

On **Wednesday 4th November**, Carnaby Street will mark the arrival of the festive season in the West End with the switch-on of its iconic Christmas lights.

Bringing together Londoners and visitors alike, the world-famous Soho destination will kick off Christmas with an evening of festive celebration, signalling the return of the season at one of London's most vibrant neighbourhoods.

Inspired by the feel-good nostalgia of the 90s, this year's Christmas celebrations will invite visitors to rediscover the joy of coming together, creating moments to share with friends, family and the wider Soho community.

From shopping and dining to festive experiences throughout the season, Carnaby Street will provide the backdrop for Christmas in Soho, with further details to be revealed in the coming weeks.

In the meantime, visitors can start making their festive plans by exploring the guide to Christmas in Soho [here](#).

Covent Garden

On **Thursday 12th of November**, Covent Garden will commence its 2026 festive season with its annual switch-on event. Expect over 300,000 sparkling lights twinkling throughout the neighbourhood, the return of the much-loved gold bells, mirror balls and baubles adorning the Market Building, and the return of the iconic British-grown Christmas tree on the West Piazza.

The Theatre of Christmas campaign will also be returning to the heart of London's theatreland for 2026. The seven-week celebration, inspired by Covent Garden's rich theatrical heritage, will invite visitors to step behind the curtain and enter a world of West End magic. More details on the programming to be announced soon, in the meantime discover '100 things to do in Covent Garden this Christmas' and find more information on Covent Garden's iconic switch-on event [here](#).

Further details on the full Carnaby Street and Covent Garden festive programmes, including the switch on event details, to be announced in October.

ENDS

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For all media enquires for Covent Garden please contact: coventgarden@thebeaconuk.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 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://twitter.com/thisissoho)

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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