

2 October 2026

For immediate release

CARNABY STREET INTRODUCES EUROPEAN FLAGSHIP FOR KIEHL'S IN ANNIVERSARY YEAR

Shaftesbury Capital has announced that beauty and wellness brand **Kiehl's** has opened a new European flagship space, at **43 Carnaby Street**. With Kiehl's entering its 175th year, the landmark addition highlights the appeal of Carnaby Street, and its attraction for internationally-recognised brands.

Kiehl's was founded in 1851 in New York, starting life as an apothecary before evolving into the nature-inspired and skincare science brand that is globally-renowned today. Famed for face creams that support different skin types and regimes, Kiehl's creates a variety of cosmetic products, and continue to innovate with the recent launch of Better Screen™, the first UV serum with collagen peptide, combining daily protection with the proactive correction of signs of UV damage, from uneven skin tone to dullness.

The 1,300 sq ft Carnaby Street flagship spans three floors, and its design has been engineered to optimise customer flow, supporting an omni-channel experience that utilises in-store product showcases and exceptional customer service, to drive brand loyalty.

It is only the second standalone boutique for Kiehl's in the West End, joining 55 Monmouth Street, which was a recent upsize for the brand, also with Shaftesbury Capital. By taking another store with Shaftesbury Capital, Kiehl's has highlighted the quality of its portfolio, and the benefit of operating prime space in both Covent Garden and Soho.

William Oliver, Director of Retail and Restaurant Leasing at Shaftesbury Capital, said: "Bringing Kiehl's to the heart of Carnaby Street strengthens a great partnership. Having worked closely with the brand on an upsize in Seven Dials, this new store ensures more visitors to the West End can explore and experience a quality offer, building brand loyalty and pointing to the power of having prime space as both a direct retail environment and showroom for the online customer. That Kiehl's wanted to launch this European flagship on Carnaby Street, in its 175th year, also highlights just how highly-regarded the destination is, and how important it is for unmatched brand exposure and opportunity."

Niki Lo, General Manager for Kiehl's UK, added: "Carnaby Street is a legendary retail destination, and it is rapidly evolving into a key epicentre for beauty in London. Our continued investment in standout free-standing stores demonstrates our dedication to creating exceptional physical retail environments that drive high footfall and deep brand connection. This flagship allows us to reinforce our market share in the UK, partner more closely with our retail and real estate stakeholders, and deliver an elevated, best-in-class brand presence in one of Europe's most vibrant commercial districts."

This news follows significant growth in beauty and wellness throughout Carnaby Street, recently supported by the arrival of Sephora's debut boutique flagship, still the only standalone location for the brand in the West End.

-Ends-

For further information, please contact: carnabyandsoho@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. 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

About Kiehl's

Founded as an old-world apothecary in New York's East Village neighbourhood in 1851, Kiehl's is an expert skincare brand dedicated to serving customers and communities with uniquely formulated, high-quality skin and hair care products derived from science-backed, naturally inspired ingredients. Committed to exceptional service and sustainable practices, Kiehl's continues to combine its rich apothecary heritage with cutting-edge skincare science.

For press enquiries please contact kiehls@blackandwhitecomms.com