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For immediate release

ESSENTIAL PARFUMS TO OPEN FIRST STANDALONE LOCATION OUTSIDE OF FRANCE IN SHAFTESBURY CAPITAL'S SOHO

Shaftesbury Capital has announced that French perfumery **Essential Parfums** will open its UK debut, and first standalone store outside of France, at Soho's **37 Beak Street** in early October. The signing reinforces the destination's position as the launchpad of choice for international, premium brands.

Founded in Paris in 2018 by Géraldine Archambault, Essential Parfums has since established itself as one of the most compelling options in contemporary perfumery. The new 795 sq ft store will showcase the brand's luxurious range of distinctive fragrances, created in collaboration with renowned perfumers including Calice Becker, Quentin Bisch, and Nathalie Lorson. Taking inspiration from Parisian apartments and its French boutiques, the store will feature a minimalist aesthetic that places the focus firmly on the fragrances, which also includes collections of luxurious candles, hair and body mists, and hand creams, offered at accessible price points.

Essential Parfums' offer complements Soho's mix of beauty, lifestyle, and premium fashion brands, next door to **Grown Alchemist** and on a street that also has **Aesop** and **Le Labo**, alongside **Ganni** and **Alohas**. As one of London's most influential retail and cultural districts, Soho is renowned for its broad appeal to locals and tourists valuing craftsmanship and discovery, aligning seamlessly with Essential Parfums' approach to modern fragrance.

William Oliver, Director of Retail and Restaurant Leasing at Shaftesbury Capital, said: "Securing another UK debut is testament to the strength and appeal of our Soho portfolio, given its global status and revered collection of international brands. Essential Parfums feels like a natural fit for the neighbourhood, and being just around the corner from Carnaby Street, it joins a neighbourhood built on creativity, discovery, and premium experiences. Introducing the brand's first standalone store outside of France allows us to extend Soho's truly distinctive retail offer, complementing Beak Street's character and again adding something our visitors cannot experience anywhere else."

Géraldine Archambault, Co-founder and CEO of Essential Parfums, commented: "Our upcoming launch in Soho marks an exciting new chapter for Essential Parfums, as we open our first standalone store outside of France. Expanding into the UK market has been a natural next step for the brand, allowing us to share our approach to modern perfumery with a new community of fragrance enthusiasts. Finding the right location was essential, and Soho offers the perfect environment to bring Essential Parfums to the UK, placing us in a high footfall destination with a highly engaged demographic, eager to discover new retail experiences."

Soho's beauty offer continues to evolve, following the arrival of Sephora's new boutique flagship on Carnaby Street, marking a West End debut and a first of its kind concept for the global cosmetics brand.

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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.

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