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For immediate release

KOOKAI AND K-WAY BOLSTER CARNABY STREET'S FASHION MIX

Shaftesbury Capital has announced that Australian womenswear brand **Kookai** and French outerwear retailer **K-Way** have opened on **Carnaby Street** in **Soho**, strengthening the destination's established fashion offer.

Occupying 1,800 sq ft, Kookai has launched its debut permanent UK location at 37 Carnaby Street, showcasing its refreshed iteration following success across Australia, New Zealand and Europe. The new boutique-style flagship features a selection womenswear, designed exclusively from its Melbourne studio. The debut is a clear vote of confidence in Carnaby Street and the wider Soho neighbourhood, as a platform for international brands to make an entrance into the UK market.

Located at 26-27 Carnaby Street, K-Way has opened its West End debut. The 1,400 sq ft flagship marks a key stage in the strategic expansion for the retailer, which, like Kookai, has an extensive presence across Western Europe. The new location stocks its signature outerwear across menswear, womenswear, childrenswear, and accessories.

Both openings build on a plethora of best-in-class retailers launching debut stores on and around Carnaby Street, including the newest addition, **Edikted**, as well as **TALA** and **ALOHAS**, reinforcing Soho's position as a first-choice destination with growing, innovative brands. They support Carnaby Street's evolution as a dynamic retail hub attracting a diverse audience, spanning domestic and international tourists, office workers, and local residents.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, said: "Both Kookai and K-Way are great additions to Carnaby Street, bringing something distinct that will resonate with our visitors and contribute to the street's constant evolution. Carnaby Street's mix of best-in-class retailers sets it apart from other retail destinations across the UK – welcoming firsts like Edikted, TALA, and Eme Studios. We're confident Kookai and K-Way will add to that unique dynamic."

Bianca Vagner Cromb, Creative Director of Kookai, added: "Opening our UK debut on Carnaby Street is a major milestone for Kookai, being the perfect location to really cement our position in the market. The destination offers unmatched visibility, as well as the opportunity to sit alongside other like-minded, global brands. The success we've seen so far with the new iteration gives us real confidence in the brand's future, and this launch marks the beginning of a fantastic relationship with UK consumers."

Kookai and K-Way will be joined by Spanish streetwear brand Eme Studios, which has signed to launch its UK debut at 57 Carnaby Street. The addition further diversifies the street's brand mix, introducing another digitally native retailer to Carnaby Street's vibrant customer base.

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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 £5.4 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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