

CELEBRATE THE YEAR OF THE HORSE IN THE WEST END, WITH FOOD, CULTURE AND IMMERSIVE LUNAR NEW YEAR EXPERIENCES ACROSS COVENT GARDEN AND CHINATOWN



22nd January 2026

- ***The West End celebrates the Year of the Horse***, with a vibrant, month-long Lunar New Year line up of exclusive events, special menus and limited-edition products available across **Covent Garden and Chinatown** live now until **17th February**.
- ***Free cultural moments and immersive experiences***, including a spectacular **Lion Dance performance on the Piazza** on 10th February for Little New Year.
- ***Brand new 'Claim Your Luck' spinning wheel experience*** from 4th - 15th February, offering daily chances to **win exclusive prizes and discounts** at participating brands including **Elemis, Glossier, Nespresso** and more.
- ***Experience the best of Lunar New Year shopping and gifting***, with **limited edition collections, personalised services and exclusive collaborations** across a range of leading brands.
- ***Indulge in New Year menus and celebratory cuisine*** across Covent Garden and Chinatown's culinary scene, with **pop-ups, performances and giveaways completing the experience**.
- ***Step into the heart of the celebrations and experience Chinatown's Lunar New Year festivities*** on **21st and 22nd February**, featuring lively parades and traditional performances.

The West End will once again become the heart of London's Chinese New Year celebrations, as Covent Garden and Chinatown come together to welcome the **Year of the Horse** with a vibrant programme of food, culture, shopping and immersive experiences.

Live now until 17th February, visitors can enjoy a packed calendar of festivities across Covent Garden and Chinatown, including exclusive Lunar New Year menus, limited-edition products, complimentary gifting services, free cultural performances and interactive experiences designed to bring luck, prosperity and celebration to the West End.

Lion Dance Performance for Little New Year

During the afternoon on 10th February, Covent Garden will host a spectacular Lion Dance performance, celebrating Little New Year, also known as the Festival of the Kitchen God, which traditionally marks the beginning of Lunar New Year festivities ahead of New Years Day on 17th February.

Free to attend, the vibrant performance will take place in front of the illuminated Market Building, filling the Piazza with colour, movement and music, symbolising good fortune and prosperity for the year ahead, offering visitors the chance to experience an iconic Chinese New Year tradition in the heart of London.

‘Claim Your Luck’ from the Lunar New Year Spinning Wheel

Covent Garden introduces a brand-new interactive experience for 2026 with the ‘Claim Your Luck’ spinning wheel, popping up daily across the neighborhood before making its way into Chinatown. The first 50 customers to make a purchase at each participating location will be invited to spin the wheel, which features a variety of symbols inspired by the traditional Chinese game Mahjong, believed to bring luck and fortune for the coming year.

Each spin of the wheel unlocks exclusive in store prizes including instant discounts, **Glossier** lip and cheek products, **Miller Harris** candles, **Nespresso** Shanghai red Pixie travel cups, mini **Elemis** cleansing balms and more.

Customers can spin the wheel and claim their luck in Covent Garden from 4th to 9th February at **Nespresso** 4th February, **Glossier** 5th February, **American Vintage** 6th February, **Miller Harris** 7th February, **Elemis** 8th February, and **Neuhaus** 9th February, before the experience finishes in Chinatown, visiting **Rasa Sayang** 11th February, **Orient London** 12th February, **China Modern** 13th February, **Mrs Bakery** 14th February and **Jinli** 15th February.

Exclusive Lunar New Year Shopping, Gifting and Experiences

Home to over 200 global brands and independent boutiques Covent Garden is London’s shopping capital, and there is nowhere better this Lunar New Year to shop the variety of limited-edition gifts and exclusive Lunar New Year collections that are perfect for marking the Year of the Horse.

In collaboration with artist Zinan Lam, **Diptyque** has unveiled a limited-edition candle featuring joyful illustrations of the Lamei flower and magpie, symbols of renewal and prosperity. Customers can personalise their purchase at the King Street boutique with complimentary engraving on their purchases on 13th February from 2pm to 6pm. **Guerlain** unveils the third limited and numbered edition of its Exceptional Rendezvous, in honour of the Lunar New Year. For the year 2026, placed under the sign of the Fire Horse, Guerlain has chosen the Parisian jeweller, L’Atelier Truscelli, with the creation of a sculptural jewel for its iconic Bee Bottle.

Step into the Year of the Horse in style with leading brands including **Hublot**, **Girard-Perregaux**, **TAG Heuer** and **Longines** unveiling limited-edition timepieces inspired by the spirit of strength, freedom, and grace embodied by the horse. **Tiffany & Co.** celebrate the season with the launch of their Lunar New Year collection, inspired by a Pegasus motif and their signature house designs. Marking Lunar New Year, **Messika** has partnered with actor Gong Jun to highlight their So Move and Move jewellery lines of bangles, bracelets, necklaces and earrings, that feature new pieces celebrating the dynamism of the Horse zodiac sign.

Discover **Barbour's** new collaborative collection with London-based Chinese designer Feng Chen Wang, with highlights that include a reimagined Porter Waxed Jacket and Fendale Quilted Jacket, both featuring delicate embroidery of the Dragon Horse, a mystical beast from classical Chinese literature symbolizing freedom and bravery.

Polo Ralph Lauren have launched their Lunar New Year limited edition line that includes the iconic mascot Polo Bear alongside his equine friend. **Paul Smith** unveils their latest capsule collection, including cufflinks and shirts featuring an illustrated horse motif, alongside t-shirts and accessories with a ‘lucky charm’ horse shoe print, all in

celebration of the Year of the Horse. Exclusive collections are also available at **American Vintage, Maje, Ray Ban** and **Sandro** with limited-edition accessories available at **Radley, Cambridge Satchel** and **Swatch**.

Let your imagination roam free and take a creative leap with **Moleskine's** Year of the Horse Collection, including diaries, notebooks, stationery and luggage tags, presented in exclusive gift boxes that can be embossed and adorned with charms including A-Z and star signs at the Neal Street store.

Brew prosperity this Lunar New Year with the new **Nespresso** special edition red Vertuo Plus, complete with limited edition mugs and 'World Explorations Shanghai' capsules from the emerging Asian coffee culture scene. **Mariage Frères** debuts a Year of the Horse inspired black tea blend this year, sourced from the finest Darjeeling gardens, infused with green lemon, blonde orange, sweet kumquat, ginger and Himalayan goji berries, whilst **Whittard** adds to the celebration with its Lucky Lychee loose tea.

For an interactive community celebration embodying the movement and momentum of the Horse, on 18th February **Peloton Studios London** will host a Lunar New Year 5km Run and walk starting at their Floral Street studios in Covent Garden, followed by post-workout treats.

Celebrate with Food

Just moments from Chinatown, Covent Garden's culinary scene offers everything from dumplings to dim sum and sushi to sweet buns, making it a vibrant food hub for Asian fusion cuisine with renowned restaurants like **Buns & Buns Collective, Din Tai Fung, Kung Fu Mama, RedFarm, Sticks'n'Sushi, SUSHISAMBA** and **Xi Home**.

From 9th – 22nd February, **Din Tai Fung's** highly anticipated Chinese New Year menu returns - all crafted with the restaurant's signature precision, balance and ingredient-led approach. Inspired by the Fire Horse's energetic spirit, expect fiery proteins, warming broths and generous sharing dishes, along with two Lunar New Year drinks; the Golden Longan Sour, made with a date-infused 42 Below vodka base, and hot, alcohol-free Goji & Passionfruit Tea. While stocks last, guests spending £180 or more will receive a complimentary set of Din Tai Fung bespoke red pockets, elegantly adorned with cherry blossom and gold detailing, gifted as a symbol of good fortune for Lunar New Year of the Horse.

Seven Dials Market hosts a full day of celebrations on 17th February in collaboration with their new opening **HOKO**, the contemporary all-day Hong Kong Cafe concept that serves up signature bowls of wonton soup. Expect lantern installations, live performances, wonton soup giveaways and immersive experiences throughout the day.

Other New Year highlights across the neighborhood include a new menu at Korean matcha house, **TOKKIA**, inspired by traditional Korean rice cake 'Injeolmi', with the first 30 guests receiving a complimentary rice cake on 22nd – 24th January and 14th – 17th February. 'Pandan' Lunar New Year pancakes are now available at **Apple Butter Café**, inspired by Southeast Asian desserts, the fragrant green tinted pancakes are covered in coconut sauce, roast desiccated coconut, chantilly and roast coconut chips. A new collection has been unveiled at **Pierre Hermé Paris** for the occasion, with red and gold macarons adorned with dynamic horse motifs, embodying audacity and creative energy and from 19th January to 27th February, **Santa Nata** adds a celebratory touch by including a Lunar New Year quote with every order. Guests who share their quote on Instagram and tag Santa Nata will receive a complimentary pastel de nata.

Cultural Extravaganza

Just a short walk from Covent Garden lies Chinatown, the hub of the annual Chinese New Year celebrations. This year, the festivities will take place on 21st and 22nd February, with thousands expected to gather in London's West End to welcome the Year of the Horse. The event promises an unforgettable experience, featuring a lively parade, traditional celebrations and vibrant live performances throughout Chinatown. It's the perfect destination to immerse yourself in the festivities while enjoying a day out in Covent Garden.

For more information on Chinese New Year celebrations in Covent Garden, visit the official Covent Garden website or email coventgarden@thebeaconuk.com

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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 £5.2 billion, extends to 2.7 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 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.

www.coventgarden.london