

## PRESS RELEASE

### COVENT GARDEN WILL WELCOME NEW OPENINGS FROM THE BEST OF GLOBAL FASHION, BEAUTY, FOOD AND DRINK IN 2022

11<sup>th</sup> January 2022

- *Global brands coming to Covent Garden in 2022 include **Reformation, Tag Heuer, Rails, Peloton, Sacred Gold, Chestnut Bakery, WatchHouse, e&e Jewellery, Empresa** and the **Experimental Group***
- ***Glossier** has opened the doors to its first European flagship store in the heart of Covent Garden*
- ***Frozen The Musical** is extending its tenure at Theatre Royal Drury Lane and the Royal Opera House will introduce **Romeo & Juliet** and **The Marriage of Figaro** to its 2022 schedule*

Covent Garden, the one stop destination for culture, food and fashion will welcome a number of exciting new openings in 2022, from the best global fashion, beauty and fitness names.

Visitors will be spoilt for choice as Los Angeles based fashion brands **Reformation** and **Rails** will open their doors on King Street and Floral Street respectively, joining **GANNI, American Vintage, A.P.C Sandro, Paul Smith** and more. American fitness sensation **Peloton** will also open the doors to its first European flagship store in Floral Street hosting live classes and a retail space for shoppers, while beauty junkies can stop by **Glossier**, which opened its very first European flagship store on Covent Garden's King Street in early December, following the overwhelming success of its 2020 pop up. Italian fashion brand **Empresa** will also launch its first London outpost on Henrietta Street later this year.

Growing the number of luxury watch and jewellery retailers on the estate, iconic Swiss watch brand **Tag Heuer** will open on James Street, while contemporary jewellery retailer **e&e** will open in the famous Market Building, alongside London's premier piercing company **Sacred Gold**. These join world famous jewellery brands **Tiffany & Co.**; **Bucherer**, which opened a double sized store in 2021 and **Vashi**, which opened a new concept store in 2021.

Famous for its vast array of global and British restaurants concepts, London coffee shop **WatchHouse** will open on Southampton Street and London bakery **Chestnut Bakery** will open on Floral Street. A new late night live music and dining concept from **The Experimental Group** is also set to open on the Piazza later this year. These join recently opened Insta-famous cookie shop **Blondies Kitchen; Bullards Gin Shop & Tasting Room**, plus the four-storey townhouse **3 Henrietta Street**; Big Mamma group's latest sensation **Ave Mario** and Asma Khan's **Darjeeling Express**. The estate's bars and restaurants will continue to offer weatherproof drinking and dining for visitors, with over 1000 outdoor dining seats across 55 restaurants, with heaters, umbrellas and windbreak screens. Global and independent restaurants offering outdoor and indoor dining include **Sushisamba, The Oystermen, La Goccia, Frenchie, Cora Pearl, Mariage Frères, La Goccia, The Petersham, Da Henrietta** and more.

Expanding the cultural offer in the area, **Frozen The Musical** will continue its tenure at the Theatre Royal Drury Lane, where it was recently nominated for 13 industry leading awards, and the **Royal Opera**

**House** will showcase **Romeo & Juliet**, ballet Swan Lake, as well as introducing new opera **The Marriage of Figaro**.

For further information on new openings, experiences, shopping and dining visit [Coventgarden.london](https://www.coventgarden.london)

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**For all media enquiries, requests for interviews or images, please contact:**

**Capco Covent Garden**

Catherine Riccomini

Tel: +44 (0)20 7395 5499 / [Catherine@capitalandcounties.com](mailto:Catherine@capitalandcounties.com)

**Mission**

Covent Garden Press Office: +44 (0)20 7845 7800 / [capco@thisission.com](mailto:capco@thisission.com)

**Capco Covent Garden:**

Covent Garden is a leading retail and dining destination and is one of the most vibrant estates in the heart of central London. The area is now home to a wide variety of British, global and independent brands including Chanel, Tom Ford, Vashi, Glossier, Ave Mario, Balthazar and SUSHISAMBA, with upcoming openings from Tag Heuer and Reformation. [www.coventgarden.london](https://www.coventgarden.london)

**Capital & Counties Properties PLC (“Capco”)**

Capital & Counties Properties PLC is one of the largest listed property investment companies in central London and is a constituent of the FTSE-250 Index. Capco's landmark estate at Covent Garden was valued at £1.7 billion (as of 30 June 2021) where its ownership comprises over 1.1 million square feet of lettable space. As of the date hereof, Capco owns a 25.2 per cent shareholding in Shaftesbury PLC. Capco shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange. [www.capitalandcounties.com](https://www.capitalandcounties.com)