

## PRESS RELEASE

### COVENT GARDEN KICKS OFF SPRING WITH AN UNBEATABLE LINE UP OF IMMERSIVE EASTER ACTIVITIES, EARTH DAY CELEBRATIONS AND NEW RETAIL OPENINGS IN APRIL

29<sup>th</sup> March 2023

- *Covent Garden is the home of Easter fun this April with the announcement of new activities, offers and openings*
- **The Peter Rabbit™ Easter Adventure** brings a new immersive theatre experience to Covent Garden with performances running until 16th April, providing families and fans of all ages the opportunity to immerse themselves in the magical world of Peter Rabbit and friends
- Those looking for an “eggcellent” Easter treat can also purchase endless chocolate and sweet treats from brands including **Venchi, Neuhaus, Ladurée, Godiva, Floopie Cookies, Blondies Kitchen, Ben’s Cookies, and Chestnut Bakery**
- To embrace the warmer weather, visitors can enjoy a variety of al fresco dining options, as well as exclusive Easter dishes from **The Ivy Market Grill, Ave Mario, Din Tai Fung**, and the return of **Pizzaluxe** on the Piazza
- For Earth Day Covent Garden is partnering with recycling initiative ‘**Every Can Counts**’ to create a sustainable, eye catching installation, which will be live painted by renowned street artist Jimmy C on 20th April
- Ballet fanatics can visit the iconic **Royal Opera House**, which celebrates the 75th anniversary of Frederick Ashton’s **Cinderella** with an exclusive production this month
- Covent Garden also welcomes new retail stores from **UNIQLO** and **Theory**, offering visitors multiple experience-led features and versatile, stylish pieces to take into Spring / Summer 2023

Throughout April, Covent Garden is the perfect destination to celebrate Easter and Earth Day as the estate welcomes an array of activities and store openings for Spring.

Covent Garden has brought the ultimate Easter event to the estate with the launch of **The Peter Rabbit™ Easter Adventure**, a live theatre experience for all the family, running until the 16th April. The new show invites visitors to join Beatrix Potter and her friends in an interactive outdoor adventure through Covent Garden to save Jemima Puddle-Duck. Visitors aged four and above can also enjoy Mr McGregor’s Obstacle Course whizzing around in mini Rover vehicles whilst having a souvenir photograph with Peter Rabbit onboard Mr McGregor’s tractor in front of the iconic Market Building. Children can get creative in the Activity Burrow with drawing and colouring activities, as well as the opportunity to write a letter to Beatrix Potter. Beginning at **Chestnut Bakery**, visitors can also pay a visit to Covent Garden’s exclusive **Easter Adventure Shop**, featuring limited edition Peter Rabbit merchandise, as well as an in-store cafe to refuel on stacks during the fun day out. Tickets are available from [www.peterrabbiteasteradventure.com](http://www.peterrabbiteasteradventure.com).

As spring approaches, families can indulge in Easter specials available at Covent Garden’s dining destinations including **The Ivy Market Grill, Ave Mario, Chestnut Bakery, Avobar** and more. For Easter, **Din Tai Fung** will be launching a Hot Cross Bun-inspired fluffy bun dessert, whilst from the 12th April **Ave Mario** will be partnering with Tony’s Chocolonely to serve an exclusive Easter *Eggs-rated* Chocolate Mousse, with £1 from every dessert sold



donated to The Tony's Chocolonely Foundation. Those with a sweet tooth can head to **Ladurée** to indulge in their chocolate eggs & Easter bunnies, and enjoy their new and exclusive Easter French Toast, or visit **Dirty Martini** to enjoy Easter Choc-tails over brunch or their exclusive Easter Sunday Party on the 6th April to enjoy live music until late. Visitors can also enjoy a range of day-to-night dining options as the evenings get lighter, with highlights including the new Spring menu offerings at **The Ivy Market Grill** and **The Petersham**, the opening of the terrace at **Lilly's Cafe at 3 Henrietta**, delicious set menus at **Frenchie** or the return of the **Pizzaluxe** al-fresco terrace on Henrietta Street.

For chocolate lovers, a wide variety of sweet treats are available across the estate. **Whittard's** will be bringing the family together this Easter to indulge in their unique hot chocolate flavours, including New Lemon Drizzle Cake and Cookies & Cream. **Blondies Kitchen** will be offering Easter favourites including decadent giant cookies filled with Kinder Bueno, Malteser Bunnies, or Mini Eggs. Chocolatier **Venchi** will be the perfect spot for Easter egg gifts, with sustainable packaging and a variety of treats for those following a plant-based diet. **The Crêpe Stop** will also be offering delicious Easter-themed takeaway treats, notably including white chocolate crepes on the East Piazza, alongside **Blondies Kitchen** from the 3rd - 17th April. **Godiva**, **Floozie's Cookies**, and **Neuhaus** are offering a selection of delicious sweet confectionery for all to enjoy on a day out to the estate.

April will also see the return of Covent Garden's partnership with '**Every Can Counts**' which will be brought to life with an art installation to celebrate Earth Day, taking place on Saturday 22<sup>nd</sup> April, spotlighting the estate's Sustainability Pledge for 2023. The display will be made of over 700 cans and will be visible to the public from the 19th April. Visitors can head down to the North Piazza on the 20th April to watch renowned street artist Jimmy C live paint the installation with a bespoke Earth Day design.

To celebrate Earth Day, a number of retail destinations in Covent Garden will be offering sustainable activities. Visitors looking to shop sustainably can visit **L'Occitane**, which has adopted eco-friendly initiatives including product refills and a commitment to use 100% recycled plastic bottles. **Mulberry's** 'Made to Last' commitment to sustainability is available in their Covent Garden boutique, where customers can trade their existing bags for credit towards a brand new one. These bags are then expertly authenticated and rejuvenated to sell on to a new owner, ensuring that each and every Mulberry bag can have many lives. **N.Peal** offer signature luxury gift boxes and bags made out of 100% recycled FCS certified paper, as well as organic cashmere. **Radley London** is offering new leather styles certified by the Leather Working Group, as well as the non-leather Radley Responsible range made with recycled polyester and water-based PU. Other brands across the estate with reuse, recycle and refill initiatives are **Apple**, **GANNI**, **A.P.C** and **Charlotte Tilbury**. Sustainability-minded foodies looking for a bite to eat on the estate, can head to **Frenchie** to enjoy their zero-waste goat's curd agnolotti, with pickled shimeji & mushroom broth, or to **VyTA** to enjoy a plethora of zero-waste dishes including pappardelle with slow-cooked beef and tonnarelli with yellow tomatoes and prawns.

For culture seekers throughout April, Covent Garden's **Royal Opera House** is showing the Royal Ballet's production of **Cinderella**, in celebration of the 75th anniversary of Frederick Ashton's production running until the 3rd May. Theatre-goers will be immersed in the magic of music and dance to experience Cinderella's ethereal world of fairy godmothers and pumpkin carriages. The theatre will also host Family Sundays throughout the month, packed with creative activities for all to enjoy live music and creative activities. The **London Transport Museum** will be celebrating the significant moments that shaped London's transport as we know it today this Easter, with children able to meet a cast of characters from different eras of London's fascinating history with activities running every weekday between 10:30 and 16:00.

Finally, fashionistas looking to build out their Spring wardrobe can enjoy Covent Garden's unrivalled shopping offer this April including **Polo Ralph Lauren**, **GANNI**, **Mulberry**, **Reformation**, **Sandro**, **Maje**, **American Vintage**, and many more. In April **Hackett** is hosting an Extraordinary Suits for Extraordinary Men on both the 20th and



21st, offering a 20% discount across all ready-to-wear. For skincare lovers, **Rituals** will host a pop up at 4 Henrietta Street between the 19th - 23rd April, involving free hand massages, personalised merch, or calligraphy haiku tags for those spending a minimum amount. The space will be transformed through a beautifully lit landscape and WebAR experience to celebrate the Sakura product collection.

A new flagship **UNIQLO** and **Theory** store will open across Long Acre and Floral Street on 27th April. The brand new store covers three expansive floors of UNIQLO LifeWear and Theory alongside experience-led features for customers including; a RE.UNIQLO Studio where customers can recycle, repair or remake their favourite UNIQLO items and UTme! where shoppers can create their own designs and explore the new TFL “160<sup>th</sup>” birthday collection. The Grade II listed former Victorian carriage hall will also be home to UNIQLO UK’s first in store café, in partnership with London based Japanese tearoom **Katsute 100** to offer customers Japanese inspired refreshments in their cafe and outside terrace.

For further information on drinking, dining and shopping, offers and things to do in the area please visit [www.coventgarden.london](http://www.coventgarden.london) or visit @CoventGardenLDN

-Ends-

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## **About Shaftesbury Capital PLC:**

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, valued at £4.9 billion, extends to 2.9 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of restaurants, cafés, bars, shops, residential and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho, and Chinatown, together with holdings in Fitzrovia. 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 and the Johannesburg Stock Exchange. [www.shaftesburycapital.com](http://www.shaftesburycapital.com)

## **Our purpose**

Our purpose is to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value.

## **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 over 200 restaurants, bars and cafes.

[www.coventgarden.london](http://www.coventgarden.london)