

# PRESS RELEASE

## COVENT GARDEN CURATES A PROGRAMME OF DIGITAL FIRST EXPERIENCES TO BRING A TASTE OF THE AREA TO EVERYONE AT HOME

20<sup>th</sup> January 2021

- London's most iconic destination launches a curated schedule of digital first experiences to bring the magic of Covent Garden to everyone at home
- **Darjeeling Express, Cinnamon Bazaar, Floral by LIMA, Shake Shack, The Frog, and MEATLiquor** are all delivering at home meal kits
- Favourite dining destinations including **Frenchie, SUSHISAMBA, Avobar, Covent Garden GRIND, By CHLOE** and more provide the recipes to favourite dishes, offering everyone a spoonful of Covent Garden
- Covent Garden's restaurants will continue to offer takeaway options including **SUSHISAMBA, Floozie, Avobar, Darjeeling Express, The Gentlemen Baristas, and Ladurée** and more
- **Tom Ford, Ganni, Burberry, BA&SH, The Alkemistry**, and more are offering virtual retail for those in need of a little retail therapy
- Providing entertainment for families, **London Transport Museum** is offering downloadable colouring in sheets and educational videos, as well as content from **Moomin Shop** and **Pollock's Toyshop**
- For those missing theatreland, Covent Garden's website will host exclusive video content from the **Royal Opera House** and Pollock's Toyshop will be showing you how to create your very own home theatre
- Covent Garden will team up with fitness studio **Digme** to offer taster sessions and more
- Every Monday Covent Garden will host a social media competition with a new prize drop from brands including **Meat Liquor, Olivia Burton** and **Da Henrietta**
- Covent Garden has launched its own Spotify channel, complete with playlists from your favourite brands in the area, plus a unique soundtrack featuring songs that remind everyone of London's much-adored area

With the nation stuck indoors, Covent Garden has launched a programme of digital first experiences to entertain everyone from their own homes, this January and throughout lockdown. Bringing the magic of Covent Garden to all, the new digital activity hub on the Covent Garden website will offer one of a kind virtual experiences for parents and children, aspiring chefs and cocktail connoisseurs, fitness fans and arts and culture enthusiasts.

Bringing a taste of Covent Garden home, the estate's digital hub will inspire cooking enthusiasts with much loved downloadable recipes - everyone can discover how to whip up **Frenchie's** famous smoked bacon scones, **SUSHISAMBA's** savoury Moqueca Mista Curry or the perfect brew from **Covent Garden GRIND**. With something for everyone, those celebrating Veganuary can also find the recipe to **By CHLOE's** indulgent mac'n'cheese with shitake mushroom bacon, or **Avobar's** healthy Moroccan plantball bowls. More recipes will be added weekly, so foodies can keep their eyes peeled on Covent Garden's social channels for reveals from the estate's much-loved Chefs.

Londoners tired of cooking each night can purchase a DIY meal kit and have a Covent Garden feast at home, with much loved restaurants including **Darjeeling Express, Cinnamon Bazaar, Floral by LIMA, The Frog, Shake Shack** and **MEATLiquor** all offering at-home boxes. Continuing to offer takeaway options **Floozie, Avobar, Deli by Darjeeling Express, The Gentlemen Baristas, Floral by Lima** and **Ladurée** will deliver to homes nearby. **SUSHISAMBA** is also offering a new special

three course meal with healthy dishes packed with immunity strengthening vitamins and minerals as part of their delivery service too.

For anyone missing shopping in the much-loved area, there are a host of brands offering virtual appointments. **Tom Ford** is offering beauty consultations while **Burberry** and **BA&SH** are hosting virtual appointments throughout the week. **Ganni's** personal shopping team are hosting virtual one-on-ones for shoppers, jewellery brand **The Alkemistry** has a WhatsApp service with next day click and collect on offer and **Galeria Melissa** is also offering WhatsApp shopping sessions. For skincare and beauty fans **Penhaligon's** is offering one to one fragrance consultations, and **Deciem** is hosting virtual skincare consultation sessions with your favourite store consultant. Plus, florist **Fiona Fleur** continues to deliver bespoke dried floral arrangements across London

For families at home, **London Transport Museum** is sparking children's creativity, encouraging them to download a sketch to colour in or build their own Routemaster bus, train or London's iconic Black Taxi. Children can also enjoy listening to charming tales of the underground and London landmarks via their website. For little ones with big imaginations, **Pollocks Toy Shop's** magnetic Toy Theatre creates enchanting home entertainment for families. For older children, Covent Garden's website is supporting the Government's Creative Earth Competition, an art challenge for young people where winners can display artwork at the COP26 Climate Change conference this year in Glasgow.

Covent Garden is teaming up with London based Spin, HIIT & Yoga Studio **Digme** to offer taster classes and a rare chance to experience their workouts for free. Fitness fans should keep an eye on the Covent Garden website where a preview of Digme's Desk Yoga series and best stretches to do from home sessions will be streamed. To experience a full Digme class, code 'ILoveCoventGarden' can be used to claim a complimentary workout.

Spreading a little January joy and brightening up lockdown for a lucky few, Covent Garden will also host weekly competitions via its Instagram channel, offering followers the chance to win pick me ups from shopping and dining destinations including **MeatLiquor**, **Olivia Burton** and **Fiona Fleur**.

For anyone missing the area, there is also an extra special [Covent Garden Spotify playlist](#) - which features songs connected to the destination - including tracks from *My Fair Lady*, *to Matilda*, *A Street Cat Named Bob*, *The Kingdom Choir* and more. Or for a chance to see Covent Garden once again viewers can watch *A Street Cat Named Bob*, *My Fair Lady*, *Mary Poppins Returns*, *Frenzy*, *Last Christmas*, *Hummingbird*, *Stan & Ollie* or even James Bond's finest *Spectre* and spot the much-loved destination from their sofa.

For more information on the digital activity taking place across Covent Garden, or stores offering virtual shopping services this January, visit [www.coventgarden.london](http://www.coventgarden.london).

-Ends-

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**About 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, Ganni, Balthazar and SUSHISAMBA, with upcoming openings from Vashi and The Big Mamma Group.

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

**About Capital & Counties Properties PLC**

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 £2.2 billion (as at 30 June 2020) where its ownership comprises over 1.2 million square feet of lettable space. As at 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](http://www.capitalandcounties.com)

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