

COVENT GARDEN

FEBRUARY 2024



Europe's most popular shopping destination



“ As we celebrate over 170 years of watchmaking heritage, this expansion in the heart of London and the popular Covent Garden specifically, is a significant stride in bringing our own blend of tradition and modernity to a broader audience.

Sylvain Dolla CEO of Tissot

Retail and shopping

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. Named as Europe's most popular shopping destination, Covent Garden is home to over 200 retail stores including global flagships, British and independent brands. From landmark concept stores from Glossier, Tiffany & Co. and Bucherer. Recent openings and signings include specialist outdoor brand Arc'teryx, Swedish footwear brand Axel Arigato and debut flagship stores from HOKA and Tissot.

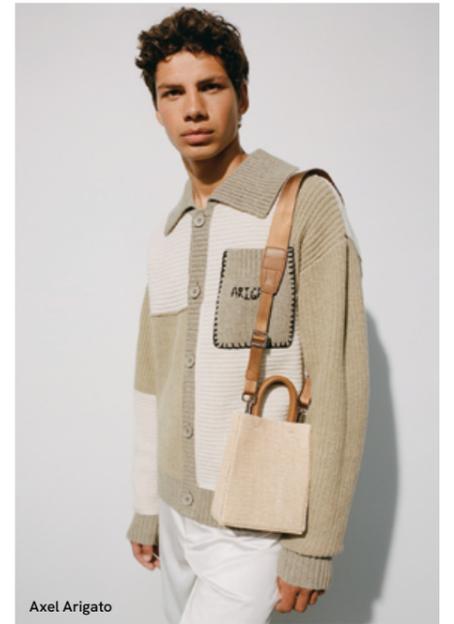
Foodie destination

Covent Garden's established food scene is constantly evolving, with some of London's hottest new restaurants launching to great acclaim. Discover over 1,300 alfresco covers across over 200 restaurants where every choice is met: from comforting plates at Big Mamma's Ave Mario and The Barbary, to redefined fine dining at Story Cellar and SUSHISAMBA and incubator for street food concepts Seven Dials Market.

Experiential playground

Always central to London for entertainment and culture, Covent Garden continually plays back to the cultural roots of the area with art installations, events and pop-up gardens. Covent Garden hosted retail installations from Marc Jacobs, MaxMara and Rabanne, as well as open air Wimbledon screenings. Christmas at Covent Garden is unmissable and ongoing consumer initiatives make the estate the ultimate Instagram-worthy destination, followed by hundreds of thousands across social media.

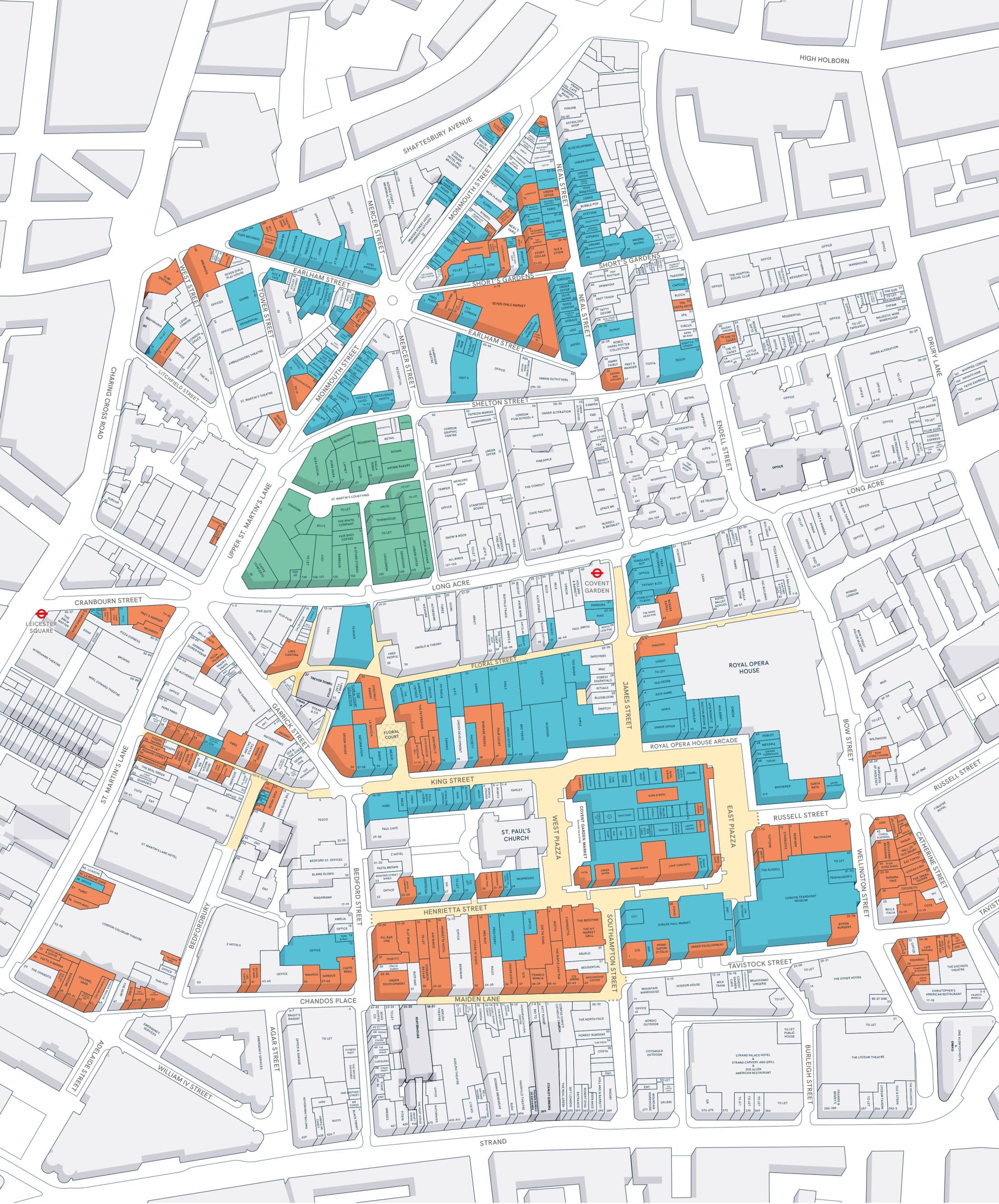
2,200 restaurants and shops within a 5 minute walk



“ The vibrant Covent Garden located in the creative district that is London's West End is characterised by a central piazza showcasing countless restaurants, cafés, fashion stores and craft stalls at the Apple Market.

Vogue Hong Kong, August 2023





COVENT GARDEN

- F&B
- Retail and Leisure
- Joint venture
- Pedestrianised streets

Aēsop.		ARCTERYX	AVE MARIO	AWAY	AXEL ARIGATO	BALTHAZAR	BUCHERER	CAFE MURANO	carhartt	CHANEL
CharlotteTilbury	CICCHETTI	COLORFUL STANDARD	CREED	finisterre	FLAT IRON	fresh	GANNI	GAUCHO	Glossier.	
HOKA	HOMESLICE	HUBLOT	JO MALONE LONDON	LADURÉE	LE LABO	MESSIKA	Miller Harris	MONMOUTH COFFEE COMPANY		
Mulberry	NARS	Paul Smith	PELOTON	POLO RALPH LAUREN	Rails	RAINS	Reformation	seven dials market	ST JOHN	
Story CELLAR	SUSHISAMBA	TAG Heuer	THE BARBARY	TIFFANY & CO.	TOM FORD	TUDOR	UNI QLO	VEJA	WatchHouse.	

A world-class global destination in the heart of the West End.

40m+

Customer visits
per year

1,200+

Retail units

1,000+

Bars and
restaurants

c.150,000

Working population

8,900+

Hotel rooms

1,300+

Al fresco seats

7

Social channels

3

China social channels

800,000+

Social followers

1.6m+

#CoventGarden users

c.25,000

User-generated tags on
Little Red Book

DATA SOURCES: EXPERIAN / AM:PM

FOR FURTHER INFORMATION

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