# Shaftesbury Capital fuels festive wave of international retail and culinary openings in Soho and Carnaby



London’s vibrant Soho and Carnaby districts are set for a bustling pre-Christmas season as Shaftesbury Capital reveals a wave of new store openings, including two notable UK debuts. The landlord’s recent announcements highlight strong leasing activity, with nine brands adding to the retail and dining landscape since September and several more scheduled before Christmas.

Among the fresh arrivals, Spanish footwear retailer Alohas makes its UK debut on Beak Street. The brand’s unique "on-demand" model—featuring in-store try-ons with purchases shipped directly to customers—aims to reduce overproduction and promote sustainability. Fellow Spanish brand Cold Culture has opened a pop-up on Marshall Street, showcasing genderless streetwear and immersive visual displays, bringing a contemporary edge to Soho’s fashion scene. Meanwhile, Sheep Inc., a natural fibre luxury brand known for its ultra-soft New Zealand wool offerings, is poised to debut its innovative new retail concept on Newburgh Street on October 23. The store promises to redefine conscious luxury retail by blending environmental stewardship with craftsmanship.

In addition, internationally acclaimed make-up, fragrance, and skincare retailer Charlotte Tilbury is opening a flagship 4,200 sq ft store in a prime gateway site to Carnaby Street later this month. This significant expansion follows the brand’s recent tripling of its Covent Garden flagship size and offers customers a highly personalised shopping experience with expert advice from Charlotte Tilbury’s professional make-up artists. The retailer’s prominence in Soho underscores the district’s appeal to high-calibre beauty brands and experience-led retail concepts.

Beyond retail, Soho’s culinary offerings are also expanding. Newly refurbished The Shaston Arms pub near Carnaby Street will reopen in October with an enhanced menu focusing on elevated classics, operated by the award-winning team behind The Waterman’s Arms. November will see the opening of Ria’s, a natural wine and Detroit-style pizza restaurant relocating from Notting Hill to 29 Foubert’s Place, featuring an open kitchen and eclectic design across two floors. ALTA, a Northern-Spanish inspired restaurant by Rob Roy Cameron and MAD Restaurants, recently opened at Kingly Court, presenting open-fire cooking and a menu of sharing plates. Additionally, the restaurant Heard, led by two-Michelin starred chef Jordan Bailey and known for its indulgent British beef burgers, has opened at 31 Foubert’s Place, introducing an exclusive burger called ‘The Soho’ to its Soho menu.

The host of new arrivals builds on Carnaby Street’s longstanding reputation as a creative and fashion-forward destination, enhanced this year by a sustainable festive light scheme called "All is Bright." This installation, featuring more than 60,000 programmable LEDs powered by renewable energy, will illuminate the street from November 6th and coexist with an array of pop-ups and beauty activations, adding to the area’s festive allure.

William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, noted the sustained demand from brands eager to join Carnaby Street and Soho’s dynamic environment. He stated, “Each of these additions brings a unique concept that aligns with the area’s distinctive character.” Oliver emphasised that the timing, with many stores opening ahead of Christmas, promises an exciting end to the year for visitors and locals alike, reiterating the district’s status as an ever-evolving, world-renowned shopping and cultural hotspot.

Other recent retail developments in Soho include the arrival of contemporary jeweller Astrid & Miyu and eyewear brand Jimmy Fairly on Foubert’s Place, alongside the relocation and new fit-out of lifestyle retailer Barbour to Carnaby Street, further reflecting the area’s appeal to premium and experience-driven brands.

As Carnaby and Soho continue to attract a blend of international brands, independent retailers, and creative dining concepts, Shaftesbury Capital’s strategy highlights the importance of sustainability, immersive experiences, and curation in maintaining these districts’ global status and distinctiveness in London’s retail landscape.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://se.fashionnetwork.com/news/Shaftesbury-capital-announces-yet-more-pre-christmas-london-openings,1771765.html), [[2]](https://www.averpr.com/news-1/2025/10/7/nine-openings-including-two-uk-debuts-on-the-horizon-for-shaftesbury-capitals-soho), [[4]](https://www.retaildestination.co.uk/store-opening/nine-openings-including-two-uk-debuts-for-shaftesbury-capitals-soho/)
* Paragraph 2 – [[1]](https://se.fashionnetwork.com/news/Shaftesbury-capital-announces-yet-more-pre-christmas-london-openings,1771765.html), [[2]](https://www.averpr.com/news-1/2025/10/7/nine-openings-including-two-uk-debuts-on-the-horizon-for-shaftesbury-capitals-soho), [[4]](https://www.retaildestination.co.uk/store-opening/nine-openings-including-two-uk-debuts-for-shaftesbury-capitals-soho/)
* Paragraph 3 – [[1]](https://se.fashionnetwork.com/news/Shaftesbury-capital-announces-yet-more-pre-christmas-london-openings,1771765.html), [[3]](https://bdcmagazine.com/2025/07/shaftesbury-capital-signs-charlotte-tilbury-in-latest-addition-to-carnaby-street/), [[4]](https://www.retaildestination.co.uk/store-opening/nine-openings-including-two-uk-debuts-for-shaftesbury-capitals-soho/)
* Paragraph 4 – [[4]](https://www.retaildestination.co.uk/store-opening/nine-openings-including-two-uk-debuts-for-shaftesbury-capitals-soho/)
* Paragraph 5 – [[4]](https://www.retaildestination.co.uk/store-opening/nine-openings-including-two-uk-debuts-for-shaftesbury-capitals-soho/), [[6]](https://theindustry.beauty/christmas-comes-to-carnaby-street-with-pop-ups-and-installations-galore/)
* Paragraph 6 – [[1]](https://se.fashionnetwork.com/news/Shaftesbury-capital-announces-yet-more-pre-christmas-london-openings,1771765.html), [[2]](https://www.averpr.com/news-1/2025/10/7/nine-openings-including-two-uk-debuts-on-the-horizon-for-shaftesbury-capitals-soho), [[4]](https://www.retaildestination.co.uk/store-opening/nine-openings-including-two-uk-debuts-for-shaftesbury-capitals-soho/)
* Paragraph 7 – [[5]](https://www.retaildestination.co.uk/store-opening/new-soho-openings-for-shaftesbury-capital/)
* Paragraph 8 – [[1]](https://se.fashionnetwork.com/news/Shaftesbury-capital-announces-yet-more-pre-christmas-london-openings,1771765.html), [[4]](https://www.retaildestination.co.uk/store-opening/nine-openings-including-two-uk-debuts-for-shaftesbury-capitals-soho/), [[6]](https://theindustry.beauty/christmas-comes-to-carnaby-street-with-pop-ups-and-installations-galore/)

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## Bibliography

1. <https://se.fashionnetwork.com/news/Shaftesbury-capital-announces-yet-more-pre-christmas-london-openings,1771765.html> - Please view link - unable to able to access data
2. <https://www.averpr.com/news-1/2025/10/7/nine-openings-including-two-uk-debuts-on-the-horizon-for-shaftesbury-capitals-soho> - Shaftesbury Capital has announced nine new signings in Soho, including two UK debuts. Three brands arrived in September, with six more set to open before Christmas. Notable additions include Spanish footwear retailer Alohas, making its UK debut on Beak Street, and Spanish streetwear brand Cold Culture, which has opened a pop-up on Marshall Street. Additionally, natural fibre fashion brand Sheep Inc. is set to open its new retail concept on Newburgh Street on 23 October. International make-up, fragrance, and skincare retailer Charlotte Tilbury will also open a new store in an anchor gateway unit to Carnaby Street later this month. William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, highlighted the strong demand from experience-led brands seeking to be part of Carnaby Street and Soho, noting that these additions align with the area's distinctive character and will provide an exciting end to the year for customers. ([averpr.com](https://www.averpr.com/news-1/2025/10/7/nine-openings-including-two-uk-debuts-on-the-horizon-for-shaftesbury-capitals-soho?utm_source=openai))
3. <https://bdcmagazine.com/2025/07/shaftesbury-capital-signs-charlotte-tilbury-in-latest-addition-to-carnaby-street/> - Shaftesbury Capital has announced that Charlotte Tilbury, the internationally recognised make-up, fragrance, and skincare retailer, will join Soho’s latest line-up of new brands later this year, opening in an anchor gateway unit to the globally renowned Carnaby Street. Visitors can expect the brand’s highly coveted range of award-winning skincare, makeup, and fragrance through a personalised experience and tailored expert advice from Charlotte Tilbury’s pro-make-up artists. Spanning 4,200 sq ft with a prominent frontage, the unit is located at one of the busiest entrance points to Carnaby Street, giving Charlotte Tilbury a huge presence at the top of the iconic shopping destination, and placing them alongside other recent arrivals, including PURESEOUL, TALA, and Farm Rio. Charlotte Tilbury has already made a significant impact on Shaftesbury Capital’s West End portfolio, with the recent opening of its upsized flagship store in Covent Garden, which tripled in size at the end of last year. ([bdcmagazine.com](https://bdcmagazine.com/2025/07/shaftesbury-capital-signs-charlotte-tilbury-in-latest-addition-to-carnaby-street/?utm_source=openai))
4. <https://www.retaildestination.co.uk/store-opening/nine-openings-including-two-uk-debuts-for-shaftesbury-capitals-soho/> - Shaftesbury Capital has announced a flurry of leasing activity across its Carnaby Street and Soho portfolio, with the arrival of three brands in September and a further six new openings before Christmas, including two UK debuts. The significant volume of activity across the neighbourhood includes four standout F&B lettings. The Shaston Arms, located just off Carnaby Street at 4-6 Ganton Street, is re-opening in October, under the operation of the award-winning team behind The Waterman’s Arms in South West London. Its refurbishment is set to enhance the pub experience, supported by a food menu focused on elevated classics. Following the success of its Notting Hill debut, natural wine and Detroit-style pizza restaurant Ria’s will open at 29 Foubert’s Place on 1st November. The concept will feature an open kitchen and eclectic design across two floors for 38 covers, bringing its signature slices to the West End for the first time. Recently opened in renowned dining destination Kingly Court this autumn is Rob Roy Cameron and MAD Restaurants’ ALTA– a Northern-Spanish inspired concept featuring open-fire cooking and an informal menu of sharing plates and dishes. The restaurant covers two floors, complete with a private dining room seating 10 and an outdoor terrace. Heard has opened at 31 Foubert’s Place, just off the iconic Carnaby Street and next door to Ria’s, its first in the West End following success at various pop-ups and events, and in Borough. Founded by two-Michelin starred chef Jordan Bailey, Heard was born out of a desire to make quality food more accessible by turning an everyday comfort food into something exceptional, known for indulgent British beef burgers and beef salt fries. The Soho opening also introduces ‘The Soho’, a new burger exclusive to this location that marries a thick patty with gruyere cheese, cornichon and tarragon mayo, shoestring fries, watercress, and a caramelised onion and pink peppercorn dipping sauce. Soho’s retail offer has also evolved, as leading brands look to make the most of the destination’s engaged customer base and leading tenant mix. Internationally recognised make-up, fragrance and skincare retailer Charlotte Tilbury will open its highly anticipated new store in October, in an anchor gateway unit to Carnaby Street. The 4,200 sq ft concept will feature the brand’s highly coveted range of award-winning skincare, makeup and fragrance, through a personalised experience and tailored expert advice from Charlotte Tilbury’s pro-make-up artists. Spanish footwear retailer ALOHAS is making its UK debut at 45 Beak Street, offering a selection of the brand’s most iconic footwear. In line with ALOHAS’ on-demand model, the concept invites customers to try footwear in-store with purchases shipped to them directly, to minimise overproduction and maximise sustainability. An official Miffy store has launched on 8 Newburgh Street, bringing the iconic character to life through curated merchandise and immersive displays. Spanish streetwear brand Cold Culture has opened a pop-up on 35 Marshall Street, complete with its signature genderless quality garments and striking visuals for an immersive shopping experience. Sheep Inc., the pioneering, natural fibre fashion brand, will open its retail concept debut on 5 Newburgh Street this 23rd October. Blending carbon-negative impact with meticulous craft, the store aims to redefine the future of conscious luxury retail with their signature blend of ultra-soft New Zealand wool and the finest natural fibres. William Oliver, Director of Retail & Restaurant Leasing at Shaftesbury Capital, said: “We continue to generate strong demand from experience-led brands looking to be part of Carnaby Street and Soho, with each of these additions bringing a unique concept that aligns with the area’s distinctive character. Having these brands up and running before Christmas means an exciting end to the year for our customers, as we continue to welcome an outstanding calibre of brands that recognise Carnaby Street and Soho’s exceptional reputation, and that have a desire to be part of this ever-evolving destination.” ([retaildestination.co.uk](https://www.retaildestination.co.uk/store-opening/nine-openings-including-two-uk-debuts-for-shaftesbury-capitals-soho/?utm_source=openai))
5. <https://www.retaildestination.co.uk/store-opening/new-soho-openings-for-shaftesbury-capital/> - Shaftesbury Capital has announced a series of new retail openings in Soho. Foubert’s Place is now home to stores for contemporary jeweller Astrid & Miyu and cult eyewear brand Jimmy Fairly, while Carnaby Street has welcomed Barbour, the globally renowned lifestyle retailer. Astrid & Miyu’s new store at 5-7 Foubert’s Place is a London flagship, and a significant upsize for the brand within Soho. Operating as House of Astrid & Miyu (HOAM), it promises to be the jeweller’s most immersive shopping experience yet. Opening what the brand has dubbed its “most exciting store yet”, Jimmy Fairly’s signature glasses and sunglasses can now be found at its new 10 Foubert’s Place unit, bringing together Parisian style and affordable quality. Also relocating into a new Soho store with a new fit-out, Barbour has moved into 29 Carnaby Street, offering its distinctive array of clothing and accessories. ([retaildestination.co.uk](https://www.retaildestination.co.uk/store-opening/new-soho-openings-for-shaftesbury-capital/?utm_source=openai))
6. <https://theindustry.beauty/christmas-comes-to-carnaby-street-with-pop-ups-and-installations-galore/> - Christmas is on its way to one of London’s most iconic shopping streets, as Carnaby prepares to unveil its new festive installation and a whole host of beauty activations. From 6 November, Shaftesbury Capital will launch All is Bright - a new light scheme that marks the second phase of Carnaby’s five-year sustainable Christmas programme. The project, developed with London-based design studio Sculptivate, will feature over 60,000 programmable LEDs powered by renewable energy. Expect to see star-shaped gateways, six-metre-long sculptural light forms suspended above the street, and shimmering curtains of light cascading through Kingly Court. For the first time, Carnaby’s famous arches will also be decorated with vibrant visuals, fusing festive tradition with Soho’s reputation for creativity. The switch-on event will kick off six weeks of festive activity across the neighbourhood, with pop-ups, exclusive launches and new openings from Charlotte Tilbury, Alohas and Cold Culture. Food and drink additions include ALTA, Heard and The Shaston Arms. Catherine Riccomini, Director of Marketing and Communications at Shaftesbury Capital, said: "Carnaby Street’s ‘All is Bright’ light scheme marks the next phase in our Christmas vision for the street, pushing the boundaries of sustainable placemaking while celebrating the creativity and vibrancy that define Carnaby Street and Soho." Known for its independent spirit, Carnaby is home to a dynamic line-up of global and local fashion and beauty names, from Ganni, Sweaty Betty and Ray-Ban to MAC, Benefit and Too Faced, not to mention the iconic Liberty London. Earlier this year, Carnaby Street also welcomed blockbuster TALA to the neighbourhood. Since the 1960s, Carnaby has been at the heart of London’s fashion and music scene - a reputation it continues to build on today through retail and cultural activations. ([theindustry.beauty](https://theindustry.beauty/christmas-comes-to-carnaby-street-with-pop-ups-and-installations-galore/?utm_source=openai))