

# IN & AROUND

## HENRIETTA STREET

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**A new hub for menswear, Henrietta Street in Covent Garden boasts a roster of exclusive, emerging and established labels.**

Set in the heart of London's Covent Garden, Henrietta Street brings a mix of informal and stylish menswear brands to the capital. Small independent brands are complemented by relaxed restaurants and bars in the street that was once home to a number of artists and, later, the location of many publishing firms.

Every part of Covent Garden has its own specific story and distinct identity, supported by a vision to bring the best of retail and dining to each street. 'We have always maintained that it is important to include a men's lifestyle focus on the estate and Henrietta Street was the perfect street to create this. What you see now on Henrietta Street is the culmination of that vision, a community of like-minded independent and global brands, with brands such as Cheaney Shoes, Fred Perry and Nigel Cabourn representing the very best aspects of men's retail, alongside high quality dining from the likes of Frenchie, Sticks n Sushi and the new Ollie Dabbous restaurant in Henrietta Hotel,' says Michelle McGrath, director of property firm Capco Covent Garden.

Pairing authentic British heritage brands with their counterparts in food such as British-born independents Flat Iron and the newly opened Oystermen only adds to that story. The Henrietta Hotel has just opened its doors on the street: a new 18-room boutique hotel by Experimental Group, which features a restaurant by Michelin-star



Above: Cult Japanese vintage brand The Real McCoy's.

Below: British footwear brand Joseph Cheaney & Sons opened a 50 sq m store in February.





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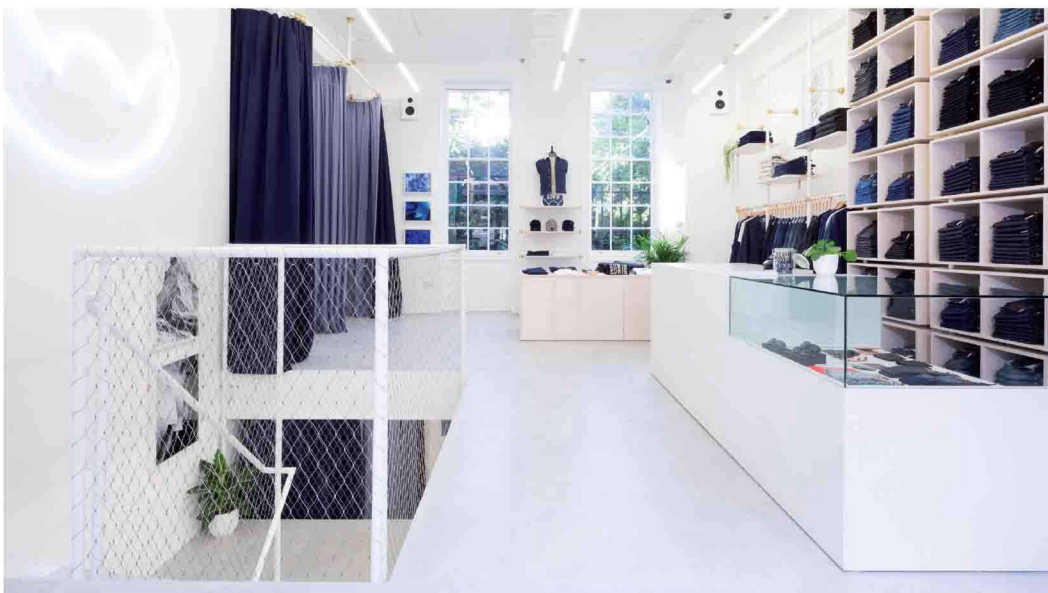
chef Ollie Dabbous, currently enjoying rave reviews and enhancing the lifestyle mix on the street.

'The shoppers you see on Henrietta Street are characteristic of the Covent Garden shopper - varied and diverse but discerning and seeking an authenticity. Our customers take both product and brands seriously, but these are presented with a playful edge which nods to the sense of fun and performance inherent in Covent Garden's DNA, from shoe shining in the window at Cheaney to bacon scones at Frenchie. It is this experiential approach which defines Henrietta Street and sets it apart in the retail landscape in London,' says McGrath.

'Our vision is to consistently compete as one of the world's best shopping destinations, and to ensure we continue to do so we spend time understanding our visitor demographics and keep

looking outwards at new brands, trends and experiences that we know our visitors will love. Having had almost no retail on the street previously, to now being a thriving fashion and foodie destination, Henrietta Street is an excellent example of our strategic vision of what Covent Garden should be,' continues McGrath.

Capco has one simple objective for Henrietta Street: The best menswear street in London through constantly evolving and bringing the best retail brands to the street and unrivalled food experiences. 'We're currently talking to some very interesting brands which no doubt will add to the authenticity and sense of play on the street. Henrietta Street will continue to complement the Covent Garden retail mix, from Paul Smith through to David Beckham-backed British heritage brand Kent & Curwen, launching in the Autumn,' concludes McGrath. **RF**



Above: Oliver Sweeney's flagship store on Henrietta Street is designed to feel like a club, with an emphasis on social space and an exploration of ideas.

Left: Edwin chose Henrietta Street as the location of its flagship store.