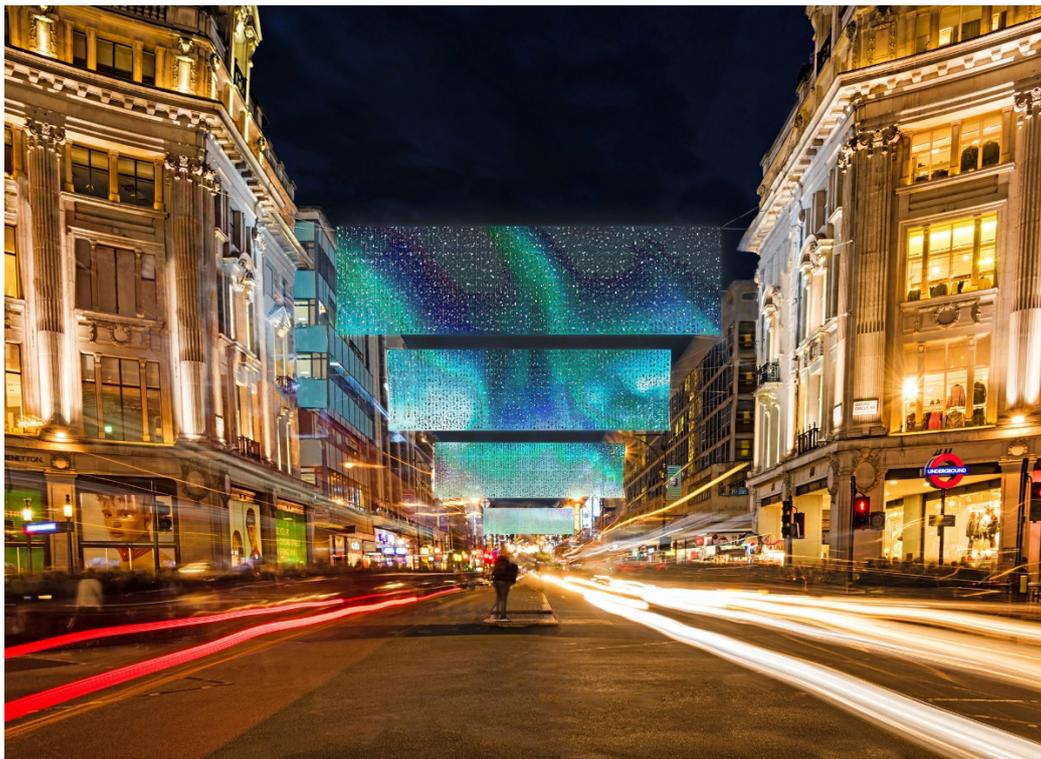




## **OXFORD STREET TO LAUNCH BRAND NEW CHRISTMAS LIGHTS SCHEME TO CELEBRATE 60 YEARS OF LIGHTING UP THE CAPITAL**

- **Saving the best until last, Oxford Street will kick off Christmas on Thursday 21 November as it illuminates the West End**
- **Oxford Street to launch a brand new digital lighting scheme with 27 LED light curtains that will be draped over Oxford Street this Christmas displaying curated, dynamic content while providing energy savings of up to 90% against traditional lighting**
- **Oxford Street has partnered with Capital XTRA, the UK's leading hip-hop, grime and R&B station, to bring some of the best homegrown talent to the street for the switch-on evening**



Thursday 21 November will see Oxford Street, the UK's most iconic shopping street, revolutionising 60 years of magical Christmas switch-ons as it reveals a brand new digital lighting scheme. With anticipation higher than ever before, visitors from around the globe are expected in their thousands to be the first to snap and share this brand new Christmas lighting experience, ensuring that once again, the world leading destination is first in mind for all things festive.

As traditional static displays illuminate town centres up and down the country from early November, this year, Oxford Street will save the best until last as it unveils an innovative, brand new scheme featuring 27 spectacular LED light curtains draped over the length of the street, made up of 220,000 sparkling lights. Not only visually compelling, the new lighting scheme utilises the latest in progressive LED technology which provides energy savings of up to 90% against conventional lighting.

After an astounding response from shoppers to last year's experiential switch-on shopping evening, on the 21<sup>st</sup> November, visitors can once again look forward to an exciting evening of one night only offers and events from brands, as well as intimate in-store gigs. In partnership with Capital XTRA, visitors will be able to experience live in-store performances from some of the UK's freshest homegrown hip-hop, grime and R&B – cementing Oxford Street's music and fashion credentials with it's unrivalled experiential offering for shoppers.

Stay updated and join the conversation [@oxfordstreetW1](https://twitter.com/oxfordstreetW1)  
[www.oxfordstreet.co.uk](http://www.oxfordstreet.co.uk)

**Luciana Magliocco, Associate Director at New West End Company says:** *'Oxford Street is an internationally renowned shopping and leisure destination and forever at the forefront of technological advances and industry innovation. This year's brand new light scheme showcases how the street continues to push boundaries to offer an unrivalled festive shopping experience for visitors and tourists alike.'*

**ENDS**

#### **NOTES TO EDITORS:**

##### **Oxford Street Fact Box:**

- Oxford Street's brands will be offering customers exclusive events, gigs and offers throughout the evening of Thursday 21 November to coincide with the Christmas Lights switching on
- The Oxford Street Christmas light scheme utilises the latest in LED technology, which provides energy savings of up to 90% against conventional lighting. The display includes 220,000 LED lights and 27 gateways as part of the display
- Oxford Street is Europe's longest shopping street, 1.5 miles of shopping running from Marble Arch to Tottenham Court Road and serviced by four tube stations: Marble Arch, Bond Street, Oxford Circus and Tottenham Court Road.
- Oxford Street plays host to over 90 flagship stores

##### **About New West End Company:**

New West End Company is a global partnership of 600 retail, restaurant, hotel and property owners across the world's top shopping and leisure destination anchored by Bond Street, Oxford Street and Regent Street.

It works in partnership delivering transformational projects, sustainable place management, destination marketing, advocacy, inward investment and commercial insights. It is an influential business voice, active in the wider community and a key partner in delivering a new West End.

New West End company is responsible for organising the Christmas Lights on Oxford Street, Bond Street and Regent Street.

**About Capital XTRA:**

Capital XTRA is the UK's leading national urban station. With 1.9 million listeners, Capital XTRA plays the freshest urban, hip-hop, grime, garage, dance and R&B. Capital XTRA presenters include Yinka, Shayna Marie, Tim Westwood, DJ Semtex, Manny Norte, DJ TiiNY, Afro B, Robert Bruce and Toni Phillips. Capital XTRA attracts more than 3.7 million unique web and app users every month. Capital XTRA is owned by Global. Capital XTRA is available across the UK on DAB digital radio, at [capitalxtra.com](http://capitalxtra.com), on the Capital XTRA app and the Global Player, in London on 107.1FM and 96.9FM  
Source: RAJAR / Ipsos-MORI / RSMB, period ending 15th September 2019.

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