Using retail areas as more than just places for stores in order to draw in more consumers has long been a strong initiative from Shaftesbury.

And a particular focus for the London-centric property giant has been music links when it comes to attracting shoppers to its famous Carnaby Street retail destination.

Having already hosted the opened of stores linked to mega-bands The Rolling Stones and Queen in recent periods, John Lennon is now making an appearance, albeit on a more artistic front.

A life-size sculpture of Lennon entitled ‘Imagine’, after one of the singer/songwriter’s best-known songs, is set to grace the top end of Carnaby Street this Saturday, 9 October, on what would have been his 81st birthday.

Created in 2009 by the now-late American/British sculptor, poet, playwright, lyricist, novelist and actor, Lawrence Holofcener, the sculpture is being brought to its new location outside of the Liberty London department store.

The life-size sculpture sits on a bench with his arms outstretched, head tilted and legs crossed, allowing visitors a "great photo opportunity with one of the world’s most iconic British musicians", noted Simon Quayle, executive director at Shaftesbury.

“The bronze statue of Lennon… could not be more fitting for Carnaby Street – a place where The Beatles often went to get kitted out at the likes of Lord John in the Swinging Sixties and frequented iconic clubs such as The Bag O’ Nails, where Paul McCartney met his future wife Linda Eastman”, noted Shaftesbury.