

LONDON shopping *guide*

Montcalm Collection

The Piccadilly Hotel is perfectly located in one of London's most thriving shopping areas. The eclectic shops of Covent Garden, Regents Street, Bond Street and Oxford Circus are on the door step. Mayfair, Knightsbridge and Chelsea are just a short taxi or tube ride away. The hotel's concierge will help with specific addresses and telephone numbers. Further information can be provided.

CHELSEA

KING'S ROAD

The chain stores may have moved, but there are still some very good reasons to check out the King's Road. Starting at Sloane Square, and heading west don't miss the legendary department store Peter Jones, Bamfords, Hugo Boss and Zara. Continue to head west and stop in at Jigsaw, Massimo Dutti, Waterstones Books, Anthropologie and Heals. This is a very upmarket part of town and there are some trendy places to eat when you fancy having a break from all the shopping.

SLOANE STREET

Home to the best selection of international designer merchandise. On the stretch between Harvey Nichols (Knightsbridge) and Pont Street you will find many high end designer shops. The southern end of Sloane Street, between Cadogan Gate and Sloane Square has been revitalised. Visit perfumer Jo Malone, bag designer Lulu Guinness, Pinks Shirts for Women, the White Company, General Trading Company, stationers Smythson, Pickett leather goods, A la Mode and the Patrick Cox shoe shop.



KNIGHTSBRIDGE

HARRODS

One of the world's most famous department stores. They guarantee that you will always find what you are looking for no matter how big or small. A fantastic place to get small souvenirs.

HARVEY NICHOLS

London's smartest fashion department store. Choose from the best selection of international designer collections for men and women. Also check out the Home section on the 4th floor, and Food Hall on the 5th. It can get busy, so be prepared during festive seasons.

BROMPTON ROAD

The area between Beauchamp Place and Harvey Nichols is an interesting mix of designer boutiques and high street chain stores. The combination ranges from up market stores to the more affordable.

MARYLEBONE HIGH STREET

Marylebone High Street, north of Selfridges on Oxford Street, is a quirky residential shopping street with an interesting combination of boutiques specialising in home wares, gifts, books and clothing. You will find many home ware stores from

traditional items and all that you could want for the contemporary home for furniture and home accessories, too. One of London's most famous locations for privately owned book beauty shops are also located in the heart of Marylebone.

MAYFAIR

This is one of the world's most stylish shopping areas in the world. Stroll the length of Bond Street and New Bond Street from Oxford Street to Piccadilly, and you will find exclusive international designer stores. Also check out Conduit Street for more world famous brands. Don't miss nearby South Molton Street, still home to international designer stores. Saville Row is home to the world famous bespoke tailors and Jermyn Street for bespoke shoes.

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NOTTING HILL

PORTOBELLO ROAD

Home of the world famous antique market. Saturday mornings are the time to visit. This is when you will find hundreds of small stalls sitting alongside the more established antique stores. Get there early for the best buys. Also wander the adjacent side streets to discover such unique shops.

OXFORD STREET

Often described as a chain store heaven, Oxford Street is the ultimate high street. Selfridges department store is the best starting point. Start here and work your way down to Oxford Circus, but be prepared during busy hours for long queues. Still one of the most popular places to shop in London, though you will be better off heading down the little side streets to find London Boutique stores

PICCADILLY AND ST JAMES

PICCADILLY

London's busiest and most famous arteries, and separates Mayfair from St. James. Stroll along Piccadilly and you will want to shop at Fortnum & Mason, a veritable paradise for the food lovers and picnic connoisseurs. Also, check out the 19th century Burlington Arcade which connects Piccadilly to Jermyn Street on the south side.

JERMYN STREET

One of London's most elegant shopping streets. There are probably more traders in Jermyn Street proud to hold the Royal Warrant as suppliers to the Royal Family than any other London Street.

REGENT STREET

The famous crescent that is Regent Street is home to a fine group of London retail landmarks. Liberty, housed in a beautiful Tudor building is best known for its beautiful fabrics, but in recent years it has expanded to include one of London's most progressive selections of international designer fashions for men and women. There is also Hamleys, one of the very best and biggest toy shops in the world.

SOHO AND COVENT GARDEN

One of the most vibrant shopping areas in London, Covent Garden and Soho are home to some of London's best restaurants, bars, cafes, clubs and shops.

SOHO

A Great place to visit during the day, full of restaurants and bars, even some 247 restaurants available. During the night, a different environment sets this apart from Covent Garden. Soho is known for its busy Carnaby Street full of life, shops and bars. Floral Street and Long Acre street runs parallel. In these and the many adjacent side streets, you will find some of London's most fashionable clothing stores. Neal Street is a cobbled pedestrian street connecting Long Acre with Shaftesbury Avenue at Monmouth Street. This narrow busy street is filled with lots of small speciality shops and cafés.

COVENT GARDEN

This area is continually alive with outdoor entertainment, shops, markets, and cafés all week long. A busy yet comfortable place to shop and eat. Here you will find many places to take a break from shopping. Charing Cross Road is famous for its bookstores. Some may specialise in the arts; photography, cookery, music or antiquarian books. You could easily spend hours browsing through one of the many larger stores, such as Waterstones or Foyles.

