



Mayfair

Soho

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- 1. Antipodium** Dramatically lit space known for its selection of forward-thinking Aussie and Kiwi labels. **5A Carlisle St., 44-20-7287-3841**
- 2. B Store** Stock up on the latest clothing and accessories from ultra-cool designers. **24A Savile Row, 44-20-7734-6846**
- 3. Beyond Retro** The second outpost of this excellent London vintage chain—located in an equally cool old warehouse. **58-59 Great Marlborough St., 44-20-7434-1406**
- 4. Beyond the Valley** Sells clothing, accessories, and art by graduates of famed design school Central Saint Martins. **2 Newburgh St., 44-20-7437-7338**
- 5. Browns Focus** An edgy offshoot of beloved London boutique Browns—known for its support of emerging talents. **38 S. Molton St., 44-20-7514-0063**
- 6. Coco de Mer** Burlesque-inspired lingerie in an opulent, boudoirlike den. **23 Monmouth St., 44-20-7836-8882**
- 7. Doors by JAS M.B.** Tiny, rustic space full of sturdy leather shoes and bags by accessories designer Jas Shembi. **8 Ganton St., 44-20-7494-2288**
- 8. Dorothy Perkins** Reliably great dress shirts and pencil skirts that take the stuffiness out of office attire. **189 Oxford St., 44-20-7494-3769**
- 9. Dover Street Market** Incredibly hip shop in a Mayfair townhouse conceived by Comme des Garçons' Rei Kawakubo. **17-18 Dover St., 44-20-7518-0680**
- 10. Fenwick** Under-the-radar department store with a masterful mix of traditional and offbeat labels: Pucci scarves and dresses by Anna Sui. **63 New Bond St., 44-20-7629-9161**
- 11. Fortnum & Mason** Fascinating old-school department store offering elegant teas and candies. **181 Piccadilly, 44-20-7734-8040**
- 12. Grays Antique Markets** A stunning array of costume and estate jewelry in a former plumbing factory. **1-7 Davies Mews, 44-20-7629-7034**
- 13. Hobbs** Very English chain with loads of wardrobe classics. **217 Regent St., 44-20-7437-4418**
- 14. Koh Samui** Slick, much-loved shop stocked with downtown-cool brands like Balenciaga and Chloé. **65-67 Monmouth St., 44-20-7240-4280**
- 15. Kurt Geiger** For 40 years, this Brit footwear line has turned out impeccably made, runway-inspired shoes. **65 S. Molton St., 44-20-7758-8020**
- 16. Liberty** Art nouveau department store known for its excellent indie labels (and famous Liberty-print textiles). **Great Marlborough St., 44-20-7734-1234**
- 17. Magma** Visual arts bookstore with the latest volumes by notable design stars. **8 Earlham St., 44-20-7240-8498**
- 18. Miss Selfridge** One of the first High Street chains; has a sense of youthful playfulness. **36-38 Great Castle St., 44-20-7927-0188**
- 19. Muji** Thoughtfully designed, thoroughly utilitarian items straight from Japan. **187 Oxford St., 44-20-7437-7503**
- 20. New Look** Solidly cool High Street brand that smartly interprets the trends. **175-179 Oxford St., 44-20-7025-6703**
- 21. Oasis** A something-for-everyone chain with insanely good prices. **292 Regent St., 44-20-7323-5978**
- 22. Ormonde Jayne** Rich, heady fragrances handmixed by a former perfumer for Chanel. **The Royal Arcade, 28 Old Bond St., 44-20-7499-1100**
- 23. Poste Mistress** An extraordinary selection of shoes from labels like L'Autre Chose and Vivienne Westwood. **61-63 Monmouth St., 44-20-7379-4040**
- 24. Reiss** High Street luxe: Look for gorgeous leather bags, impeccably made shoes, and silk

dresses. **78-79 New Bond St., 44-20-7493-4866**

25. Selfridges The best, most comprehensive department store in town—no exaggeration.

400 Oxford St., 44-87-0837-7377

26. Shop at Maison Bertaux Located in the basement of one of London's oldest tea parlors, this tiny spot is smitten with experimental labels. **27 Greek St., 44-56-0115-1584**

27. Sniff Mod shoe shop that's a big booster of favorite brands like French Sole and Miss L-Fire. **1 Great Titchfield St., 44-20-7299-3560**

28. Souvenir The go-to boutique for utterly feminine picks from bound-to-be-big labels. **53 Brewer St., 44-20-7287-8708**

29. The West Village Cheery clothing store with an eponymous line designed by a former *British Vogue* fashion editor. **44 Monmouth St., 44-20-7240-7835**

30. The World According To Quirky basement-level retailer with a street-chic mix of up-and-coming collections. **4 Brewer St., 44-20-7437-1259**

31. Topshop An incredible top-of-the-trends chain. The first place we head right off the plane. **214 Oxford St., 44-84-5214-1144**

32. Twinkled Stylized vintage store that's great for those who love secondhand pieces but don't like to dig. **1.5 Kingly Ct., 44-20-7734-1978**

33. Warehouse Well-known brand famed for stylish goods that easily transition from one season to the next. **Oxford Street Plz., 44-20-7436-4179**

Fitzrovia

1. Black Truffle Highly wearable, trend-weathering footwear from names including Repetto and Chie Mihara, plus an on-site shoemaking school. **52 Warren St., 44-20-7388-4547**

2. Thorsten Van Elten This incubator for young product designers features everyday objects with a twist. **22 Warren St., 44-20-7388-8008**