

# Shopping in London



London has several distinct shopping areas and shopping streets, many of which have their own themes or specialities. From luxury goods in Sloane Street and quirky finds in Covent Garden, to large shopping centres like Westfield and famous London department stores like Liberty and Harrods. You can easily spend an hour, an afternoon or a whole day browsing shops in London.

**Sloane Street** is internationally recognised as one of the world's most exclusive and luxurious shopping destinations - it accentuates the very best of London life and style. Renowned for its elegant catwalk of iconic luxury brands, unparalleled service and exclusive products, its impressive list of flagship stores includes Tom Ford, Chloe, Roberto Cavalli, Valentino, Giorgio Armani, Saint Laurent, Prada and Gucci.



One of London's most recent shopping destinations, **St Martin's Courtyard in Covent Garden** offers a mix of fashion, beauty, home and lifestyle shops, in the heart of Covent Garden. Ideally placed to be combined with a theatre trip in the West End, you can also pop in for a meal at one of its five delicious restaurants.

London is home to two premier shopping centres, **Westfield London** and **Westfield Stratford City**. At both venues you'll find haute couture alongside edgy urban trends and high street favourites, with hundreds of shops featuring thousands of leading fashion, home and lifestyle brands. New for this season is the Personal Styling at the Fashion Lounge, where expert stylists are on hand to help you find the looks you love.

**Liberty** is one of the last great emporiums for innovative and eclectic design. The magnificent Tudor building, situated in the heart of London since 1875, remains the destination of choice for people who are looking for a unique shopping experience. At Liberty, a rich heritage combines with the cutting edge and avant-garde, making each visit a voyage of discovery and excitement. Displayed over five floors of fashion, beauty, accessories, homewares and antique furniture the visitor can find a carefully selected offering of beautiful and luxurious products. Liberty's buyers have scoured the globe for the ultimate designer edit sitting alongside the magnificent Liberty Print collection.

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For more than 160 years, **Harrods** has been a luxury shopping destination for exclusive collections and excellent service. With seven floors and 330 departments dedicated to the finest products in food, fashion, homeware and technology, Harrods has something for everyone.

Situated in the heart of London's West End, **Regent Street** is one of the capital's most famous addresses. Home to more than 75 international flagship stores such as Banana Republic, Hamleys and Anthropologie; Regent Street is London's ultimate shopping and lifestyle destination. Perfectly situated within walking distance of **Oxford Circus** and **Piccadilly Circus**, Regent Street's Georgian architecture offers visitors a unique shopping experience.

Known worldwide as the home of bespoke British tailoring, **Savile Row** is the place to come for a handmade suit crafted the old-fashioned way. Credited with inventing the tuxedo, Henry Poole & Co – the first Savile Row tailor – is still cutting cloth at No 15. Other big names include Gieves & Hawkes and Huntsman & Sons.



## More shopping hotspots :

Carnaby Street

John Lewis

Notting Hill

Harvey Nichols

## Highlights:

Iconic department stores

British tailoring

Designer fashion and homeware

Quirky finds

## Annual Special Events:

January sales starting on 26 December

Fashion Week (February & September)

Summer Sales (June)

Summer Street—regent Street (July)



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