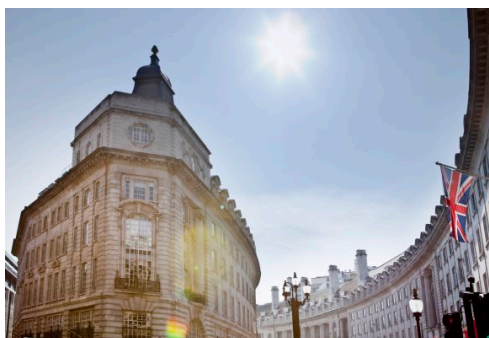




You'll be overwhelmed by what London's West End has to offer.

From luxury brands on Bond Street and contemporary boutiques in Carnaby Street to old-style outfitters, perfumiers and jewellers in Piccadilly. Elaborate themed stores on Regent Street and funky finds in Leicester Square to famous flagships and some of the world's most historic department stores on Oxford Street.

And that's not all: the West End is packed with incredible restaurants and quirky cafes in everything from historic buildings to quiet side-streets and courtyards. Fancy a traditional English pub? There are plenty. Or perhaps a sophisticated wine bar or club? You'll find it all here.



New App Out Now



On iPhone And Android



Top 5

Selfridges

It's simply the most impressive luxury department store in the world. Six gorgeous shopping floors packed with all that's best...

Arcades: Burlington, Piccadilly...

Three splendid arcades with some of the most exclusive boutiques in London, selling diamonds, pearls, gemstones, vintage watch...

Hamleys

Hamleys is Britain's most famous and greatest loved toy store. A brilliant place for adults and children alike, Hamleys is bur...

M&M's World London

Surely one of the wildest and most technicoloured stores in the West End, M&M's World is well, a whole world of M&M's. Choc...

Rainforest Café

A restaurant and club alive with the sights and sounds of the jungle. There's a profusion of waterfalls, animal animatronics a...



WEST END WELCOME AMBASSADORS



Photo: New West End Company

West End Welcome Ambassadors

Looking for your favourite high street store? Perhaps you would like recommendations on where to grab a bite to eat? Simply look out for a member of the Welcome Ambassador team who will answer any questions that you have about Oxford Street and its bountiful selection of things to do! They are also armed with a detailed map of the area to get you around this shoppers haven!

Our specially trained Ambassadors promise you a warm welcome, unrivalled local knowledge, practical help and advice to make your visit one to remember!

Tax Free Shopping

Global Blue's Tax Free Shopping allows you to claim the VAT/GST back on purchases you make when visiting here in London's West End.

Just 3 Simple Steps:

GET IT - Once you've found that perfect item, remember to ask the shop assistant for a Tax Free Form when you're paying for it.

STAMP IT - When you're leaving the UK, take your purchases, receipt and passport to the customs desk to get your Tax Free Form stamped.

CASH IT - Finally, show your stamped Tax Free Form, passport and credit card to Global Blue Customer Services or one of our partner refund points for a cash or credit card refund.

TOP 5



Photo: New West End Company

Selfridges

It's simply the most impressive luxury department store in the world. Six gorgeous shopping floors packed with all that's best in fashion, technology, décor, design, fine dining and more. London's most alluring retail destination: Selfridges is unforgettable.

Address: 400 Oxford Street, London W1

Public Transport: Bond Street

Phone: +44 800 123 400

Internet: www.selfridges.com

Arcades: Burlington, Piccadilly and Princes

Three splendid arcades with some of the most exclusive boutiques in London, selling diamonds, pearls, gemstones, vintage watches, collectibles, leather goods, shoes and fashion. Real class and craft at their most authentic, and the absolute epitome of luxury.

Addresses:

Burlington Arcade: 51 Piccadilly, London W1J 0QJ

Princes Arcade: 192-196 Piccadilly, London W1

Piccadilly Arcade: Piccadilly, London SW1 6NH

Phone:

Burlington Arcade: +44 207 493 1764

Piccadilly Arcade: +44 207 647 3000

Address: 51 Piccadilly, London W1J 0QJ

Public Transport: Piccadilly Circus or Green Park

Phone: +44 207 493 1764

Internet: www.burlington-arcade.co.uk / www.princesarcade.co.uk /

www.picadilly-arcade.com

Hamleys

Hamleys is Britain's most famous and greatest loved toy store. A brilliant place for adults and children alike, Hamleys is bursting to the brim with games, plush toys, dolls and old favourites that guarantee to take mums and dads back to their own childhood.

Address: 188-196 Regent Street, London W1 5BT

Public Transport: Oxford Circus

Phone: +44 871 704 1977

Internet: www.hamleys.com

M&M's World London

Surely one of the wildest and most technicoloured stores in the West End, M&M's World is well, a whole world of M&M's. Chocolates, merchandise, kitchenware, clothing, jewellery, glassware. Anything M&M – it's here. On four whole floors. Sweet!

Address: 1 Swiss Court, London W1D 6AP

Public Transport: Piccadilly Circus

Phone: +44 207 025 7184

Internet: www.mymms.com

Rainforest Café

A restaurant and club alive with the sights and sounds of the jungle. There's a profusion of waterfalls, animal animatronics and tropical fish tanks in and around the table. The wild menu mixes Italian, Mexican, Cajun and Asian dishes. Great family fun.

Address: 20 Shaftesbury Avenue, London W1D 7EU

Public Transport: Piccadilly Circus

Phone: +44 207 434 3111

Internet: www.therainforestcafe.co.uk

OXFORD STREET



Photo: New West End Company

No visitor can truly say they've sampled London life without experiencing the jostling, buoyant vibrancy of this, Europe's biggest and greatest shopping street. Its two-and-a-half kilometre length is alive with flagship stores including famous British shops and world-class international brands.

It's here that you'll find Selfridges, the world's most famous luxury department store renowned for its extravagant window-displays, to Topshop Oxford Circus which offers a haven of the latest hot-off-the-catwalk styles for high street fashionistas alike.

The annual Christmas lights switch-on show is internationally renowned as one of the biggest events in the festive calendar, while festive window displays add a sense of magic and excitement which make this extraordinary street an essential, must-do shopping trip on any list of top London attractions.

OXFORD STREET - SHOPS



Photo: New West End Company

Selfridges

It's simply the most impressive luxury department store in the world. Six gorgeous shopping floors packed with all that's best in fashion, technology, décor, design, fine dining and more. London's most alluring retail destination: Selfridges is unforgettable.

Address: 400 Oxford Street, London W1
Public Transport: Bond Street
Phone: +44 800 123 400
Internet: www.selfridges.com

Topshop

Topshop's flagship Oxford Street store is big, bright, busy and brim-full of clothing, shoes, bags, accessories, make up and more. If you want a lively experience of easy-going style from one of Britain's best-loved fashion brands - Topshop hits the spot.

Address: 36-38 Great Castle Street, London W1W 8LG
Public Transport: Oxford Circus
Phone: +44 844 848 7487
Internet: www.topshop.com

John Lewis

A stone's-throw from Oxford Circus tube, John Lewis is renowned for its outstanding customer service and high quality products – you'll find everything from carefully selected ranges of fashion, gifts, nursery goods, beauty, homeware and tech.

Address: 300 Oxford Street, London W1A 1EX
Public Transport: Oxford Circus
Phone: +44 207 629 7711
Internet: www.johnlewis.com

Primark

Two flagship stores in one street! Primark's great attraction is instant style for all at extremely affordable prices. No need to blow your budget to back the latest catwalk styles, they can all be found here! Great fun, great value.

Addresses:

Primark (east): 14-28 Oxford Street, London W1D 1AU
Primark (west): 499 Oxford Street, London W1C 2QQ

Phone:

Primark (east): +44 207 580 5510
Primark (west): +44 207 495 0420

Address: 14-28 Oxford Street, London W1D 1AU
Public Transport: Primark (east): Tottenham Court Road / Primark (west): Marble Arch
Phone: +44 207 580 5510
Internet: www.primark.co.uk

Gap

Supremely easy style for men, women, kids and babies. Mix and match to tailor fashions to your personal taste, or go for a Gap limited edition – great designs from top designers at high street prices. A busy, thriving, flagship store you won't want to miss.

Addresses:

223-225 Oxford Street, London W1D 2LR
376 – 378 Oxford Street, London, W1C1JY

Address: 223-225 Oxford Street, London W1D 2LR
Public Transport: Oxford Circus or Bond Street
Phone: +44 207 734 3312
Internet: www.gap.co.uk

House of Fraser

A fine department store which caters to every need from

home ware to high fashion, House of Fraser's top UK outlet has a quiet confidence and real polish and offers a sophisticated range of top brands displayed in impressive and truly distinguished style.

Address: 318 Oxford Street, London W1C 1HF
Public Transport: Oxford Circus or Bond Street
Phone: +44 844 800 3752
Internet: www.houseoffraser.co.uk

Debenhams

This is the flagship outlet for an international department store with a proud British heritage. It offers an exclusive mix of own brands, premium health and beauty products and top concessions for leaders in global fashion, style, gifts and accessories.

Address: 334-338 Oxford Street, London W1C 1JG
Public Transport: Oxford Circus or Bond Street
Phone: +44 844 561 6161
Internet: www.debenhams.com

New Look

New Look is a great British (now global) fashion brand, committed to excitement and innovation. Its hallmark? Quickly translating catwalk couture into high-street style at highly affordable prices. A great place to go if you want to be bang on trend.

Addresses:

New Look (east): 203-207 Oxford Street, London W1D 2LE
New Look (west): 500-502 Oxford Street, London W1C 2HW

Phone:

New Look (east): +44 207 851 7360
New Look (west): +44 207 290 7860

Address: 203-207 Oxford Street, London W1D 2LE
Public Transport: New Look (east): Oxford Circus / New Look (west): Marble Arch
Phone: +44 207 851 7360
Internet: www.newlook.com

Urban Outfitters

Urban Outfitters is home to a distinctively casual, hippy, hipster, indie style. The brand's flagship Oxford Street store is packed with brightly-coloured unconventional and quirky young designs. An international brand with a genuinely boutique appeal.

Address: 469 Oxford Street, London W1C 2AU
Public Transport: Bond Street / Marble Arch
Phone: +44 207 408 1317
Internet: www.urbanoutfitters.co.uk

French Connection

Quality, affordability, and wide appeal: this is the French Connection fashion formula. The Oxford Street store showcases it superbly. With a full range of accessories as well, it's the destination of choice for the full French Connection design-led look.

Address: 396 Oxford Street, London W1C 1JX
Public Transport: Bond Street
Phone: +44 207 629 7766
Internet: www.frenchconnection.com

H&M

H&M has three Oxford Street stores. The flagship branch is seconds from Oxford Circus tube. Famed for competitively-priced quality fashion for all, and for cosmetics, accessories and home textiles, H&M is an essential Oxford Street stop-off for the stylish.

Addresses:

H&M Oxford Circus: Oxford Circus, London W1B 2ES
H&M (east): 174-176 Oxford Street, London W1N 0EE
H&M (west): 360-366 Oxford Street, London W1N 9HA

Address: Oxford Circus, London W1B 2ES
Public Transport: H&M Oxford Circus and H&M (east): Oxford Circus, H&M (west): Bond Street
Phone: +44 844 736 9000
Internet: www.hm.com

Nike Town

Taking its London location as the design theme, Nike

Town is a truly remarkable experience. The brand, of course, needs no introduction. But this flagship store – one of the biggest and best in Europe – takes Nike-shopping to a whole new level.

Address: 236 Oxford Street, London WC1 1DE
Public Transport: Oxford Circus
Phone: +44 207 437 4370
Internet: www.nike.com

Forever 21

Three floors of fun, trend-savvy fashion shopping with an immensely fresh and youthful feel and appeal. The Oxford Street outlet, with its inventive in-store design, encapsulates all that's best about a creative, ever-changing, ever-accessible label.

Address: 360 Oxford Street, London W1C 1AB
Public Transport: Bond Street
Phone: +44 207 493 3054
Internet: www.forever21.com

Marks and Spencer

Marks and Spencer is one of the UK's best-loved retailers. Its sleek and exceptionally well-finished clothing and home products (plus outstanding food) are arrayed to perfection in its flagship Marble Arch store. A British institution – not to be missed.

Addresses:

Marks and Spencer (Marble Arch): 458 Oxford Street, London W1C 1AP

Marks and Spencer (Pantheon): 173 Oxford Street, London W1D 2JR

Phone:

Marks and Spencer (Marble Arch): +44 207 935 7954

Marks and Spencer (Pantheon): +44 20 7437 7722

Address: 458 Oxford Street, London W1C 1AP
Public Transport: Marks and Spencer (Marble Arch): Marble Arch / Marks and Spencer (Pantheon): Oxford Circus
Phone: +44 207 935 7954
Internet: www.marksandspencer.com

River Island

With its hugely accomplished in-house design team, River Island is a greatly respected high-street fashion innovator. Smart, glitzy, casual or informal: it all comes together in the flagship Oxford Street store. Fantastic for fashion aficionados.

Addresses:

River Island (east): 207-213 Oxford Street, London W1D 2LF

River Island (west): 301-308 Oxford Street, London W1C 2HW

River Island (Marble Arch): 470-482 Oxford Street, London W1C 1LA

Phone:

River Island (east): +44 844 847 2666

River Island (west): +44 844 395 1011

River Island (Marble Arch): +44 844 826 9835

Address: 207-213 Oxford Street, London W1D 2LF

Public Transport: River Island (east) and River Island (west): Oxford Circus / River Island (Marble Arch): Marble Arch

Phone: +44 844 847 2666 / +44 844 395 1011 / +44 844 826 9835

Internet: www.riverisland.com

OXFORD STREET - EAT & DRINK



Photo: New West End Company

Hix Champagne and Caviar Bar, Selfridges

Signature British-style food mixed with some classic European favourites created by the celebrated chef and restaurateur Mark Hix. All served in a glorious mezzanine setting decked with artworks from top British artists. Glamorous, engaging and unforgettable.

Address: 400 Oxford Street, London W1
Public Transport: Bond Street
Phone: +44 207 499 5400
Internet: www.hixatselfridges.co.uk

Ponti's Italian Kitchen

An open theatre-style kitchen with dramatic displays of salami, coppa, and pancetta, and platters of fresh green olives, creamy mozzarella and vine-ripened tomatoes: this is Ponti's. Authentic classics from the Emilia Romagna region of Italy. Superb.

Address: 5-7 John Prince's Street, London W1G 0JN
Public Transport: Oxford Circus
Phone: +44 20 3230 3018
Internet: www.pontis.co.uk

Pizza Hut

Pizzas in all shapes, sizes and flavours (thin, thick, stuffed crust, spicy, meaty, veggie) plus salads and pastas and sides. Good value, with some great deals: kids' portions, happy hours, lunch buffets. Busy, fast, fun family-orientated food.

Address: 87 Oxford Street, London W1D 2ET
Public Transport: Tottenham Court Road
Phone: +44 207 734 4534
Internet: www.pizzahut.co.uk

Aubaine, Selfridges

Blend the elegance of a Parisian salon with the relaxed ambience of a Provencal bistro and you have the laid-back luxury of Aubaine. The emphasis is on simplicity and quality, seasonal ingredients, and artful presentation. The best of France in Britain.

Address: Selfridges, 400 Oxford Street, London W1
Public Transport: Bond Street or Marble Arch
Phone: +44 207 318 3738
Internet: www.aubaine.co.uk/location/selfridges/

Cote, St.Christopher's Place

An informal, friendly and award-winning restaurant which offers a neat modern take on Parisian bistro culture. Simple cooking, classic dishes (steak frites, moules marinieres, corn-fed Brittany chicken, Nicoise salads), and best of all, brilliant value.

Address: 6-8 St.Christopher's Place, London W1U 1ND
Public Transport: Bond Street
Phone: +44 207 486 5557
Internet: www.cote-restaurants.co.uk

John Lewis Brasserie and Bistro

John Lewis' Brasserie and Bistro is a perfect escape from the hubbub of Oxford Street. Comfortable, welcoming and easy-going, it has an unhurried atmosphere – whether for a working breakfast, a business lunch or just a welcome glass of wine.

Address: 300 Oxford Street, London W1A 1EX
Public Transport: Oxford Circus or Bond Street
Phone: +44 207 629 7711
Internet: www.johnlewis.com

House of Fraser Tea Terrace

A bright, airy and elegant space. The design is traditional English with a clever modern twist, and the menu includes seasonal dishes, light snacks, cakes, fruit juices, wines,

beers and of course that great English essential: a refreshing selection of fine teas.

Address: 318 Oxford Street, London W1C 1HF
Public Transport: Oxford Circus or Bond Street
Phone: +44 20 7499 8970
Internet: www.houseoffraser.co.uk

Selfridges

Selfridges has two great cafes: the 4th floor Garden Café (a lively destination for an extraordinary array of world food) or Gordon's Café (a fantastic recreation of an American bar and grill). A fine foodie finishing touch to your Selfridges experience.

Address: 400 Oxford Street, London W1
Public Transport: Bond Street or Marble Arch
Phone: +44 800 123 400
Internet: www.selfridges.com

Apostrophe

Modern, cosmopolitan, contemporary and bright. Apostrophe (just off Oxford Street) is famed for its thoroughly fresh approach to serving sandwiches, salads, soups, stews, and bagels, and a fine range of rich, roasted coffees. Great value too.

Address: 40-41 Great Castle Street, London W1W 8LU
Public Transport: Oxford Circus
Phone: +44 207 637 5700
Internet: www.apostropheuk.com

The Creperie, St.Christopher's Place

A superb little French-style café, in a delightful off-Oxford Street pedestrian quarter, perfect for al fresco dining. Choose from soft or crispy, sweet or savoury crepes, plus grills, delicious desserts, fresh juices and ice creams. London with a continental twist.

Address: 26 James Street, London W1N 1EN
Public Transport: Bond Street
Phone: +44 207 935 8480
Internet: www.stchristophersplace.com/eat-and-drink/cafe-creperie/

John Lewis Brasserie and Bistro

A simple, relaxing sanctuary right in the centre of town which is perfect for visitors and business-people alike. An excellent selection of wines, spirits, and beers, served in a leisurely environment: take all the time in the world to unwind.

Address: 300 Oxford Street, London W1A 1EX
Public Transport: Oxford Circus or Bond Street
Phone: +44 207 629 7711
Internet: www.johnlewis.com

Paramount, Centre Point

33 floors up, Paramount looks out along the entire length of Oxford Street, and offers a breath-taking 360 degree London vista. All this in a luxurious setting, featuring a custom-made copper bar serving premium drinks and first-class cocktails. Spectacular.

Address: Centre Point, 101-103 New Oxford Street, London WC1A 1DD
Public Transport: Tottenham Court Road
Phone: +44 207 420 2900
Internet: www.paramount.uk.net

HIX Champagne and Caviar Bar, Selfridges

On Selfridges' mezzanine floor, overlooking the accessories section, enjoy fine Champagne from small independent producers and exceptional sustainable caviar served from a beautifully-crafted pewter bar. Why not treat yourself to something truly classy?

Address: 400 Oxford Street, London W1
Public Transport: Bond Street or Marble Arch
Phone: +44 207 499 5400
Internet: www.hixatselfridges.co.uk

Lamb and Flag, James Street

Set back from Oxford Street in a listed Georgian building, this is a classic old-style, wood-panelled, cosy British pub. Lots of traditional cask ales, a fine wine selection, and loads of wholesome rich and filling English "pub grub". Busy, sociable, fun.

Address: 24 James Street, London W1U 1EL

Public Transport: Bond Street

Phone: +44 207 408 0132

Internet:

www.taylor-walker.co.uk/pub/lamb-and-flag-marylebone/c8503/

Market Place Bar and Restaurant, Market Place

The motto is "welcoming, vibrant, relaxing, cheeky and energetic". An unpretentiously trendy hang-out, serving up distinctive Latin street food and an ever-changing menu of DJs in a basement bar just built for dancing, drinking, and high octane entertainment.

Address: 11-13 Marketplace, London W1W 8AH

Public Transport: Oxford Circus

Phone: +44 207 079 2020

Internet: www.marketplace-london.com

REGENT STREET

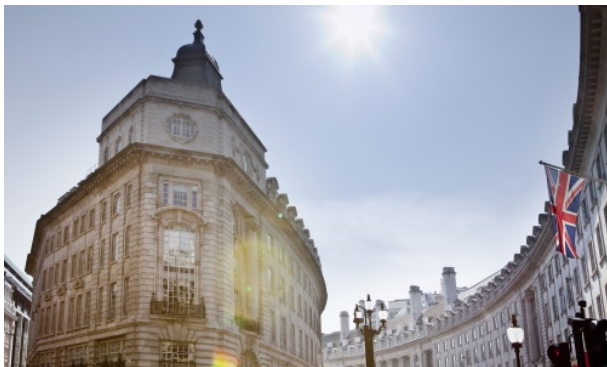


Photo: Sister PR

Regent Street sweeps south from Oxford Circus: a glorious uninterrupted curve of imposing regency buildings. It's a gracious contrast to the ever-exciting architectural anarchy of the adjoining Oxford Street. Famous brand name shops located along the elegant arc of this great street include Apple, Burberry, Jaeger, Desigual and Anthropologie. To the side are intimate courtyards alive with specialist retailers and a delightful selection of bars and cafes and restaurants. And of course – unmissably – Regent Street is home to the legendary Hamleys, one of the greatest toy stores in the world.

REGENT STREET - SHOPS



Photo: Sister PR

Superdry

Urban outerwear and denim clothing which fuses Japanese graphics, vintage Americana and the finest quality British tailoring. All displayed in a strikingly designed store decked with distressed woodwork and rusted metal. A great retail experience.

Address: 103-113 Regent Street, London W1B 4HL

Public Transport: Piccadilly Circus

Phone: +44 207 440 5100

Internet: www.superdry.com

Apple Store

The Apple store on Regent Street is one of the best places you can go to, to purchase and learn about the full range of Apple products. A team of over 200 staff are at hand to talk you through your purchase and will even set it up for you.

Address: 235 Regent Street, London W1B 2EL

Public Transport: Oxford Circus

Phone: +44 207 153 9000

Internet: www.apple.com

Burberry

Burberry, established 1856, is an iconic British luxury brand, recognised globally for its innovative menswear, womenswear, childrenswear, accessory, beauty and fragrance collections. Burberry Regent Street is the largest Burberry store in the world.

Address: 121 Regent Street, London W1S 4TB
Public Transport: Piccadilly Circus
Phone: +44 207 806 8904
Internet: www.burberry.com

Penhaligon's

One of the last traditional perfume houses left in the modern world, Penhaligon's shop is wildly eccentric and strangely historical. All around are the traces of a luxurious and decadent existence: silver scent bottles, pill boxes, notebooks, leather vanity cases, picture frames and manicure sets.

Address: 125 Regent's Street, London W1B 4HT
Public Transport: Piccadilly Circus
Phone: +44 207 434 2608
Internet: www.penhaligons.co.uk

Coach

Coach Regent Street is a luxury boutique that specializes in beautiful leather accessories including bags, shoes, purses and sunglasses. Coach promises to provide you with a bag that is both distinct and functional. What's more, it will look fabulous on your arm.

Address: 74-76 Regent Street, London W1B 5RL
Public Transport: Piccadilly Circus
Phone: +44 207 479 7940
Internet: www.uk.coach.com

Hamleys

Hamleys is Britain's most famous and greatest loved toy store. A brilliant place for adults and children alike, Hamleys is bursting to the brim with games, plush toys, dolls and old favourites that guarantee to take mums and dads back to their own childhood.

Address: 188-196 Regent Street, London W1 5BT
Public Transport: Oxford Circus
Phone: +44 871 704 1977
Internet: www.hamleys.com

Brooks Brothers

Brooks Brothers has dressed every US President since Abraham Lincoln. The first ready-to-wear fashion

emporium in America, the company prides itself on having shaped the American style of dress through "fashion innovation, fine quality, personal service and exceptional value".

Address: 150 Regent Street, London W1B 5SJ
Public Transport: Oxford Circus
Phone: +44 203 238 0030
Internet: www.brooksbrothers.com

Anthropologie

Anthropologie, an American favourite, chose Regent Street as the location for its first ever European store, bringing with it a fabulous mix of women's fashion, accessories, home décor and decorative antiques.

Address: 158 Regent Street, London W1B 5SW
Public Transport: Oxford Circus
Phone: +44 207 529 9800
Internet: www.anthropologie.com

Hollister

Hollister is the fantasy of Southern California by Abercrombie & Fitch. It's all about hot lifeguards and beautiful beaches. Hollister's laidback lifestyle and All-American image is timeless and effortlessly cool.

Address: 83-97 Regent Street, London W1B 4EW
Public Transport: Piccadilly Circus
Phone: +44 800 859 5920
Internet: www.hollisterco.com

Gilly Hicks

Gilly Hicks is the cheeky cousin of Abercrombie & Fitch. Inspired by the free spirit of Sydney, Australia. Gilly Hicks makes the hottest Push Up Em Up bras and the cutest Down Undies for young, naturally beautiful, confident girls.

Address: 83-97 Regent Street, London W1B 4EF
Public Transport: Piccadilly Circus
Phone: +44 203 371 2300
Internet: www.gillyhicks.com

Ferrari

Ferrari store Regent Street should be on any car lover's list

of things to do in London. Decked out in Ferrari red, white and green, the Regent Street store has a real feel of the Ferrari brand. Be it a treat for the kids, or a collector's item just for you, the Ferrari store has an item for everyone

Address: 193-197 Regent Street, London W1B 4LY
Public Transport: Oxford Circus
Phone: +44 207 494 4917
Internet: www.ferrari.com

Banana Republic

Banana Republic is three floors of is an accessible-luxury brand that brings modern, soulful, effortless style to men and women. Characterised by elevated design, luxurious fabrications and approachable prices, the collections include apparel, handbags, jewellery, fragrance and a dedicated Petites range.

Address: 224 Regent Street, London W1B 3BR
Public Transport: Oxford Circus
Phone: +44 207 758 3550
Internet: www.bananarepublic.eu

Godiva

Godiva's passion for innovation and luxury combined with a truly memorable experience contained in each mouthful continues to make legendary chocolates. A gift of Godiva is ever-prestigious and is sure to make a lasting impression on all who receive it.

Address: 141 Regent Street, London W1B 4JA
Public Transport: Piccadilly Circus
Phone: +44 207 734 8113
Internet: www.godiva.be

Jack Spade

Jack Spade London is the first Jack Spade store to open in Europe. Established in New York, Jack Spade specializes in men's casual wear that is both fashionable and functional.

Address: 83 Brewer Street, London W1F 9ZN
Public Transport: Piccadilly Circus
Phone: +44 207 734 4768
Internet: www.jackspade.com

Michael Kors

Regent Street is home to the Michael Kors brand's biggest ever ready-to-wear collection. The London Regent Street store offers casual, chic, timeless clothes in luxury materials like cashmere, silk jersey and leather.

Address: 223 Regent Street, London W1B 2EB
Public Transport: Oxford Circus
Phone: +44 20 7659 3550
Internet: www.michaelkors.com

& Other Stories

& Other Stories, Regent Street, is the first of H&M's luxury brand to open in the UK. Two floors of accessories, shoes and ready to wear, this flagship is the place to head to for sustainable pieces to see you through season on season.

Address: 256 - 258 Regent Street, London W1
Public Transport: Oxford Circus
Phone: +44 20 74 797 070
Internet: www.stories.com

REGENT STREET - EAT & DRINK



Photo: Sister PR

Brasserie Zédel

Brasserie Zédel is Paris in London. An art-deco haven complete with a live entertainment space that regularly features jazz and cabaret performances, Brasserie Zédel adds impact to your dining experience.

Address: 20 Sherwood Street, London W1F 7ED
Public Transport: Piccadilly Circus
Phone: +44 20 7734 4888

Internet: www.brasseriezedel.com

Inamo, St James

Ever wondered what a restaurant might be like with interactive food ordering, virtual table-cloths, and chef cams? Wonder no more: head to Inamo, St.James, and enjoy a spectacular techno-fest of oriental fusion food. The age of digital dining is here.

Address: 4-12 Lower Regent Street, London SW1Y 4PE

Public Transport: Piccadilly Circus

Phone: +44 207 484 0500

Internet: www.inamo-stjames.com

Mash

MASH aims to bring together modern American cooking and informal dining done the Danish way. Alongside prime cuts of meat from the world's finest cattle, Wagyu included, the MASH menu features starters of veal sweetbreads, fried squid with chilli, lime and foie gras terrine.

Address: 77 Brewer Street, London W1F 9ZN

Public Transport: Piccadilly Circus

Phone: +44 20 7734 2608

Internet: www.mashsteak.com

Piccolino

A luxurious dining experience veiled by an unpretentious service and comfortable surroundings, Piccolino offers the best of both worlds. Sit outside in the crisp morning air and sip at a steaming Cappuccino or retreat indoors and choose between a selection of traditional Italian dishes over lunch.

Address: 21 Heddons Street, London W1B 4BG

Public Transport: Piccadilly Circus

Phone: +44 20 7287 4029

Internet: www.piccolinorestaurants.co.uk

Tibits

Tibits offers food that is fresh, super-healthy and absolutely delicious. Create your ideal meal from a selection of tempting dishes inspired by flavours from

around the world.

Address: 12 – 14 Heddons Street, London W1B 4DA

Public Transport: Piccadilly Circus

Phone: +44 20 7758 4110

Internet: www.tibits.co.uk

Veeraswamy

Established in 1926, Veeraswamy is renowned for its expertise in Indian cuisine. When looking for Indian restaurants in London, look no further than Veeraswamy. Sample a well composed menu that showcases the best of Indian cuisine.

Address: Mezzanine Floor, Victory House, 99 Regent Street, London W1B 4RS

Public Transport: Piccadilly Circus

Phone: +44 20 7734 1401

Internet: www.veeraswamy.com

Freggo

Bearing the tag line 'So cool it's hot', Freggo is an ice cream parlour with a thrilling twist. More like a chic London bar than a child's favourite past – time, Swallow Street's hidden gem promises to provide for adults and children alike.

Address: 27 – 29 Swallow Street, London W1B 4QR

Public Transport: Piccadilly Circus

Phone: +44 20 7287 9506

Internet: www.freggo.co.uk

La Bottega del Caffè

Italian through and through, La Bottega del Caffè offers a host of coffees served in every style. Delicious pastries and snacks are always available, and with its simple décor and easy-going feel, this an excellent venue for a quick and refreshing break.

Address: 322 Regent Street, London W1B 3BH

Public Transport: Oxford Circus

Phone: +44 207 580 6874

Internet: www.labottgadelcaffe.net

Caffe Concerto

Caffe Concerto has an attention-grabbing window-display of glorious wedding cakes. Step inside, and you can treat yourself to sumptuous slices of Italian gateaux, toasted sandwiches, plates of pasta and – of course – an exceptional Italian coffee.

Address: 78-81 Regent Street, London W1B 5RW

Public Transport: Piccadilly Circus

Phone: +44 844 335 8403

Internet: www.caffeconcerto.co.uk

Icebar

Just off Regent Street in the former wine vaults of the British monarchy on Heddon Street, a unique and chillingly cool experience awaits. Kept at minus five degrees all year round, Ice Bar London, adjoining Below Zero, is the UK's only permanent bar made of ice.

Address: 32-33 Heddon Street, London W1B 4BN

Public Transport: Piccadilly Circus

Phone: +44 207 478 8910

Internet: www.belowzerolondon.com

Strawberry Moons

Strawberry Moons is one of the capital's leading entertainment cocktail and show bars. Offering casual and relaxed interiors and a sexy funky crowd, it's a great place for corporate and private events. Undiscovered daily events are waiting for you to explore!

Address: 15 Heddon Street, London W1B 4BF

Public Transport: Piccadilly Circus

Phone: +44 207 437 7300

Internet: www.strawberrymoonsbar.co.uk

Dirty Martini

A cool cave of wonders, Dirty Martini offers an evening drinking experience tailored to your mood and taste. With various rooms for you to choose from, you'll likely find a hang-out that suits. Be it the Martini lounge, Main Bar, the Tunnel, the exclusive Vault or the Bed, Dirty Martini has a room for you.

Address: 10c Hanover Square, London W1S 1JH

Public Transport: Oxford Street

Phone: +44 844 371 2550

Internet: www.dirtymartini.uk.com

All Bar One

All Bar One is the place to head to for a business meeting, weekend brunch, quick bite to eat or post-work cocktails. This bar offers an extensive and well composed wine list and a wide ranging variety of cocktails (both old favourites and new, experimental mixes).

Address: 289-293 Regent Street, London W1B 2HJ

Public Transport: Oxford Circus

Phone: +44 207 636 8197

Internet: www.allbarone.co.uk

The Living Room

From the furniture to the décor, every detail in The Living Room W1 has been considered to create an innovative fusion of homely surroundings inspired with an out of home and contemporary twist. The ground floor boasts a lounge bar and relaxed dining area whilst the first floor will house a more formal dining room with private dining options.

Address: W13-9 Heddon Street, London W1B 4BE

Public Transport: Piccadilly Circus

Phone: +44 20 7292 0570

Internet: www.thelivingroomw1.co.uk

Aqua Spirit

Aqua spirit is the perfect retreat for pre and post dining drinking, with stylish rooftop space and terraces offering stunning far reaching views across London.

Address: 240 Regent Street, London W1B 3BR

Public Transport: Oxford Circus

Phone: +44 20 7478 0540

Internet: www.aqua-london.com

More Info: 5th floor

Bentley' Oyster Bar & Grill

Situated in a historic listed building, Bentley's Oyster Bar & Grill is spread over three floors. The Champagne Bar on

the ground floor is open from midday until late serving classic and contemporary cocktails.

Address: 11-15 Swallow Street, London W1B 4DG

Public Transport: Piccadilly Circus

Phone: +44 20 7734 4756

Internet: www.bentleys.org

CARNABY



Photo: Sister PR

Carnaby Street is where the sixties started to swing in London. A favourite haunt of bands such as The Small Faces, The Who and The Rolling Stones, it rapidly gained international acclaim for its cool cachet. It boasted a vibrant mix of fashion outlets from soon-to-be world famous names, hip clubs and underground music bars. Fifty years on, it's as exciting as ever, with 52 independent boutiques, 40 global fashion brands, 15 concept shops and 61 independent restaurants, cafes and bars. Eat, drink, window-shop or buy: whatever you choose to do in Carnaby, you're guaranteed a very special experience.

CARNABY - SHOPS



Photo: Sister PR

Eleven

A smart minimalist boutique which is the UK showcase for this street-savvy French brand. Expertly-tailored clothes with an audacious underground edge. Great for denim, lively printed T-shirt designs, and washed sweatshirts. Urban couture par excellence.

Address: 46 Carnaby Street, London W1F 9PS

Public Transport: Oxford Circus

Internet: www.elevenparis.com

Dr Martens

Dr.Martens no-nonsense design aesthetic is reflected in the style of this shop. Browse classic "Air Ware" boots and shoes and exciting modern fashion variants. Long associated with music and underground culture, Carnaby Street is the brand's natural home.

Address: 48 Carnaby Street, London W1F 9PX

Public Transport: Oxford Circus

Phone: +44 207 734 4751

Internet: www.drmartens.com

Choccywoccydoodah

A lush pink and red wonder of a shop, packed with multi-coloured sculptured chocolate floral fantasies and extravagant chocolate gifts in all shapes and sizes. Extraordinary and all but indescribable: you'll only believe it if you get to see it. Unmissable.

Address: 30-32 Foubert's Place, London W1F 7PS

Public Transport: Oxford Circus

Phone: +44 207 734 9713

Internet: www.choccywoccydoodah.com

Elizabeth Kate

A sparkling Aladdin's cave of a store, full of beautifully printed 100% silk scarves in a range of modern bright colours. Lots of playful one-off designs, created by Liz Bush and crafted in Italy. Perfectly chic accessories, for a perfectly chic look.

Address: First Floor, Unit 1.2, Kingly Court, London W1B 5PW

Public Transport: Oxford Circus

Phone: +44 207 287 6990

Internet: www.elizabeth-kate.com

Dahlia

A celebrity favourite, Dahlia is packed to the rafters with floaty feminine styles. The hallmark is cleverly-detailed, intricately crafted couture, which is strikingly impactful and totally trend-setting. A lovely, opulently-dressed little gem of a boutique.

Address: 8 Foubert's Place, London W1F 7PD

Public Transport: Oxford Circus

Phone: +44 207 287 7117

Internet: www.dahlia.com

Pixi

The place for fresh-faced make-up which artfully enhances natural beauty in a matter of moments. A lovely, simply-presented little store, with products lined up in shelves and cabinets. A great destination for those who love to look after their looks.

Address: 22a Foubert's Place, London W1F 7PW

Public Transport: Oxford Circus

Phone: +44 207 287 7211

Internet: www.pixibeauty.com

Levi's Vintage Store

Levi's® has one of the greatest pedigrees in world fashion. Here, you can take a walk through American history and select from a range of authentic replicas of the brand's

most famous denim designs. A rugged, instantly recognisable and enduring look.

Address: 5 Newburgh Street, London W1F 7RG

Public Transport: Oxford Circus

Phone: +44 207 287 4941

Internet: www.levi.com/gb/en_GB

Pretty Green

The smoothly-styled flagship boutique for Liam Gallagher's brand. Three floors dedicated to designs and collaborations inspired by 60s art, music and culture. All this and classic mod and rock vinyl albums too. Finely cut clothes, with a real swagger.

Address: 57 Carnaby Street, London W1F 9QF

Public Transport: Oxford Circus

Phone: +44 207 287 3122

Internet: www.prettygreen.com

Flying Horse Jeans

Flying Horse Jeans is a lifestyle brand which is suave, poised, and self-assured. Clean-lined, relaxed and versatile menswear in an effortlessly stylish setting, with walls which also serve as a gallery space for rising artists and photographers.

Address: 8 Newburgh Street, London W1 7RJ

Public Transport: Oxford Circus

Phone: +44 207 287 1404

Internet: www.fourthandmain.com

The Kooples

An airy, uncomplicated space houses some svelte, rock-and-roll inspired style. Whether you're looking for menswear or womenswear, the deft blend of retro, vintage, contemporary and military touches mark this brand out as something altogether unique.

Address: 22 Carnaby Street, London W1F 7BD

Public Transport: Oxford Circus

Phone: +44 207 734 8020

Internet: www.thekooples.co.uk

Evisu

With its pillar-box red frontage and gold-gilded windows, Evisu makes a bold statement on the street. Inside, you'll find striking denim and leisurewear designs, expertly cut with sweeping slashes of colour. A destination and a look for the bold and outgoing.

Address: 2 Newburgh Street, London W1F 7RD

Public Transport: Oxford Circus

Phone: +44 207 734 6981

Internet: www.online-eu.evisu.com

Laurel Wreath by Fred Perry

Top-end tailoring from Fred Perry. A succession of musical subcultures – mods, suedeheads, soul boys, rude boys and two toners – have selected Fred Perry as their label of choice. No wonder this boutique sits on the street where swinging London was born.

Address: 12 Newburgh Street, London W1F 7RP

Public Transport: Oxford Circus

Phone: +44 207 734 4494

Internet: www.fredperry.com

MOR

An ethnic feel suffuses this beautiful boutique. A brand created by three artists (experts in gems, antiquities, ceramics and glass) MOR offers gorgeous, unorthodox one-off jewellery designs. Uniquely magical rings, earrings and necklaces with real mystique.

Address: 12 Ganton Street, London W1F 7QS

Public Transport: Oxford Circus

Phone: +44 207 287 7537

Internet: www.morlondon.com

Lomography

"Lomography": the art of analogue photography using eccentric Russian Lomo Kompakt Automat cameras. Visit this store to view the vibrant Lomo shot, to buy the kit, and to start your very own journey into the Lomo's strange and defiantly non-digital world.

Address: 3 Newburgh Street, London W1F 7RE

Public Transport: Oxford Circus

Phone: +44 207 434 1466

Internet: www.lomography.com

Monki

A glitzy store with strikingly eclectic decor. Monki is fashion with a twinkle in its eye, no sense of boundaries, and a touch of madness. If you fancy introducing wild prints and patterns and some adventure and anarchy into your look – Monki is for you.

Address: 37 Carnaby Street, London W1V 1PD

Public Transport: Oxford Circus

Phone: +44 207 287 0620

Internet: www.monki.com

Cheap Monday

The entire Cheap Monday range (for men, women and kids) gathered under one amazing roof. An arresting giant trademark skull on the front window: inside, loads of casual clothing with the bold loud graphics of this Swedish brand's unmistakably urban style.

Address: 37-39 Carnaby Street, London W1F 1PD

Public Transport: Oxford Circus

Phone: +44 207 734 6550

Internet: www.cheapmonday.com

CARNABY - EAT & DRINK



Photo: Sister PR

Filson

Ruggedly constructed jackets, small leather goods and luggage inspired by outdoor pursuits, from the famous 19th century US brand. The Newburgh Street store has the feel and flavour of an old-style outfitters. A perfect place to sample old-school excellence.

Address: 9 Newburgh Street, London
Public Transport: Oxford Circus
Internet: www.filson.com

Polpo

Polpo offers a Venetian-inspired menu of "cicheti" (similar to Spanish tapas), and fine wines from small regional producers. It has a busy, homely feel, ground floor and basement dining areas, and a beautiful zinc bar with views onto the lively kitchens.

Address: 41 Beak Street, London W1F 9SB
Public Transport: Oxford Circus
Phone: +44 207 734 4479
Internet: www.polpo.co.uk

Flat Iron

Flat Iron has a rough hewn and all-but undecorated look. It serves just one basic main savoury dish. The dish in question is expertly cooked "flat iron" beef. It's something of a culinary secret: this is an exciting and delightful place to discover it.

Address: 17 Beak Street, London W1F 9RW
Public Transport: Piccadilly Circus
Phone: +44 207 734 8702
Internet: www.flatironsteak.co.uk

Dehesa

A restaurant which takes its name from "Dehesa" - a unique woodland area in Spain which produces some of the finest ham in the world. Warm, muted, wooden décor, seating on bar stools, banquettes or tables, and delicious Italian and Spanish sharing dishes.

Address: 25 Ganton Street, London W1F 9BP
Public Transport: Oxford Circus
Phone: +44 207 494 4170
Internet: www.dehesa.co.uk

Pitt Cue

Barbequed beef, pulled pork, and beer are the flavours of the day at this no-nonsense rib shack. There's a great rustic flavour (everything's cooked over wood), pleasantly informal simple décor, and seating in intimate booths or bar-stool dining to suit.

Address: 1 Newburgh Street, Newburgh Quarter, London W1F 7RB
Public Transport: Oxford Circus
Phone: +44 207 287 5578
Internet: www.pittcue.co.uk

The Diner

Great traditional American cooking served in fine American style in an authentic diner atmosphere. Try open steak sandwiches with melted cheese, plus pickles, fries, slaws and delicious alcoholic shakes. A real taste of Americana in swinging Carnaby.

Address: 14 Ganton Street, London W1F 7BU
Public Transport: Oxford Circus
Phone: +44 207 287 8962
Internet: www.goodlifediner.com

SACRED Café

Step inside SACRED to enjoy an award-winning New Zealand-style café experience. There's a lovely sequestered feel to this comfortable space. A perfect

refuge from the busy street, with a delicious range of coffees, teas, muffins, cakes and brownies.

Address: 13 Ganton Street, London W1F 9BL

Public Transport: Oxford Circus

Phone: +44 207 734 1415

Internet: www.sacredcafe.co.uk

Speakeasy

Lovely clean-lined interior design make this a fine destination for anyone seeking fine-quality coffee in tranquil surroundings. The café also offers a tempting menu of light bites (home made, using seasonal ingredients) and delicious cakes and pastries.

Address: 3 Lowndes Court, London W1F 7HD

Public Transport: Oxford Circus

Phone: +44 207 437 1885

Internet: www.speakeasycoffee.co.uk

Urban Tea Rooms

Urban Tea Rooms serves fantastic organic coffees and loose-leaf teas in fine bone-china cups. For food, choose from artisan breads, sandwiches, salads, superb cakes or a traditional cream tea. The style is classic English with a beguiling modern gloss.

Address: 19 Kingly Street, London W1B 5PY

Public Transport: Oxford Circus

Phone: +44 207 434 3767

Internet: www.urbantearooms.com

Ginger and White

A lovely characterful little café which serves glorious hand-made bakery treats and light meals. There are breakfast and weekend specials, and (of course) an extensive range of quality coffees and teas. A charming stop-off for the Carnaby Street shopper.

Address: 1 Silver Place, London W1F 0JW

Public Transport: Oxford Circus

Phone: +44 207 734 5374

Internet: www.gingerandwhite.com

Camellia's World Teas

Best quality world teas and therapeutic infusions, served in an ambience of calm and well-being, scented with flowers and herbs. Tastefully-presented, mouth-watering cakes and pastries, elegant cream teas, tarts, sandwiches, salads and soups. Delicious!

Address: 2.12-2.13 Kingly Court, London W1B 5PW

Public Transport: Oxford Circus

Phone: +44 207 734 9939

Internet: www.camelliasteahouse.com

Ain't Nothin' But the Blues

Everything that the name suggests: low lighting, blues memorabilia, and a really buzzing bar. Plus all the excitement and energy that attaches to live acts every night from some of the best exponents of the 12-bar art (both established and up-and-coming).

Address: 20 Kingly Street, London W1B 5PZ

Public Transport: Oxford Circus

Phone: +44 207 287 0514

Internet: www.aintnothinbut.co.uk

Zebrano

Scoring highly for hip and cool, with its resident/guest DJs, Zebrano is a vibrant funky hang-out for late partying. There's a basement lounge and a ground-floor bar which opens directly onto the street. Fantastic cocktails, fine foods, and 100% fun.

Address: 14-16 Ganton Street, London W1F 7BT

Public Transport: Oxford Circus

Phone: +44 207 287 5267

Internet: www.zebranobars.com

Bitter Sweet

A great bar, specialising in bespoke signature cocktails which are both ... bitter and sweet, of course. Plus all the popular classics. With its super-plush, luxurious, exclusive décor, it's a lush choice if you want a quality night out, Carnaby style.

Address: 4 Kingly Court, London W1B 5PW

Public Transport: Piccadilly Circus
Phone: +44 844 371 2550
Internet: www.bittersweetsoho.co.uk

The White Horse

A traditional pub which boasts a lovely 1930s art deco exterior. On offer behind the bar: a fine selection of guest ales, bottled beers and wines. Food is served all day, including that all-time classic British dish – fish and chips. Not to be missed.

Address: 16 Newburgh Street, London W1F 7RY
Public Transport: Oxford Circus
Phone: +44 207 494 9748
Internet: www.nicholsonpubs.co.uk

Shaston Arms

An interior of dark wood, deep red walls, and glass-panelled booths establishes this as a very English pub. It serves ales from the award-winning Dorset-based brewers Hall and Woodhouse and hearty traditional food. Warm and welcoming with unbeatable beer.

Address: 4 Ganton Street, London W1F 7QN
Public Transport: Oxford Circus
Phone: +44 207 287 2631
Internet: www.shastonarms.co.uk

PICCADILLY & LEICESTER SQUARE



Photo: Heart of London Business Alliance

Head along prestigious Piccadilly, steeped in history and you pass a succession of grandiose buildings – including the world famous The Ritz London – and many of the capital's finest stores, restaurants and bars. There are historic arcades, filled with specialist, exclusive, luxury boutiques. And running parallel is Jermyn Street: home to many of the country's greatest traditional outfitters. If you're seeking pure, authentic British craftsmanship, class and style: make Piccadilly your immediate destination and experience one of the best-kept secrets in London.

LEICESTER SQUARE TO PICCADILLY CIRCUS

Explore one of London's most iconic entertainment areas, Leicester Square. Home to red carpet premieres and lined by restaurants, cafes and bars as well as world class cinemas and casinos with many of the best West End shows just a step away, there is so much to do you won't be disappointed and you never know which famous faces you might see! With its vast illuminated advertising signs and famous statue of Eros, Piccadilly Circus is one of London's great meeting places. Surrounded by avenues to explore the hidden gems and discover London's West End shopping, culture and entertainment like nowhere else.

PICCADILLY & LEICESTER SQUARE - SHOPS

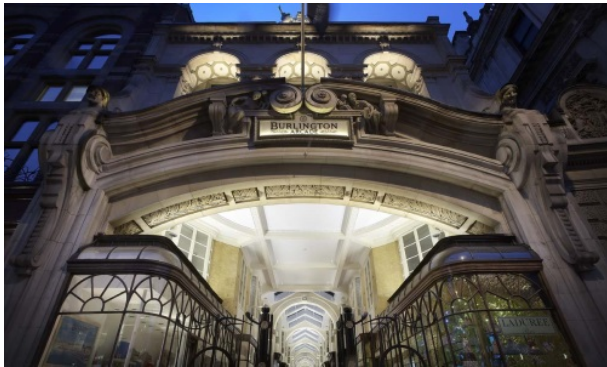


Photo: Heart of London Business Alliance

Cicchetti

Cicchetti are tapas - but Italian style. This friendly restaurant, with its ultra-modern marble decor, serves a superb selection of artfully-presented, mouth-watering, delicately-flavoured, palate-teasing morsels which are both a discovery and a delight.

Address: 215 Piccadilly, London W1J 9HL
Public Transport: Piccadilly Circus
Phone: +44 207 494 9453
Internet: www.sancarloccicchetti.co.uk

Fortnum & Mason

Fortnum's is the most renowned purveyor of exclusive foods, hampers, teas and wines in England. The store also sells the finest beauty products and accessories. Famed for its fabulous window displays and gorgeous interior, Fortnum's is truly magnificent.

Address: 181 Piccadilly, London W1A 1ER
Public Transport: Green Park
Phone: +44 845 300 1707
Internet: www.fortnumandmason.com

Arcades: Burlington, Piccadilly and Princes

Three splendid arcades with some of the most exclusive boutiques in London, selling diamonds, pearls, gemstones, vintage watches, collectibles, leather goods, shoes and fashion. Real class and craft at their most authentic, and

the absolute epitome of luxury.

Addresses:

Burlington Arcade: 51 Piccadilly, London W1J 0QJ
Princes Arcade: 192-196 Piccadilly, London W1
Piccadilly Arcade: Piccadilly, London SW1 6NH

Phone:

Burlington Arcade: +44 207 493 1764
Piccadilly Arcade: +44 207 647 3000

Address: 51 Piccadilly, London W1J 0QJ
Public Transport: Piccadilly Circus or Green Park
Phone: +44 207 493 1764
Internet: www.burlington-arcade.co.uk / www.princesarcade.co.uk / www.piccadilly-arcade.com

Waterstones Piccadilly

Set over eight floors stocked with 150,000 volumes, Waterstones' flagship Piccadilly store is the largest bookshop in Europe. It contains a cocktail bar and performance space and hosts frequent celebrity signings. Absolute heaven for bibliophiles.

Address: 203-206 Piccadilly, London W1J 9HD
Public Transport: Piccadilly Circus
Phone: +44 843 290 8549
Internet: www.waterstones.com

Harvie and Hudson

Harvie and Hudson has catered to the discerning gentleman for over 60 years. The company makes suits, ties, trousers and accessories, and is the only remaining shirt maker in Jermyn Street to still tailor shirts on the premises. A highly distinguished store.

Address: 96-97 Jermyn Street, London SW1Y 6JE
Public Transport: Piccadilly Circus
Phone: +44 207 839 3578
Internet: www.harvieandhudson.com

Lillywhites

Lillywhites is England's oldest and finest sports store, and the world's largest. There are five floors, featuring thirty

four specialist sports departments stocking premium quality equipment, trainers and clothing. Truly: the world of sport in a store.

Address: 24-36 Regent Street, London SW1Y 4QF
Public Transport: Piccadilly Circus
Phone: +44 844 332 5602
Internet: www.lillywhites.com

Cordings

The complete outfitter for those seeking durable, elegant, stylish English country clothing. Cordings supplies both country and city suits and caters to both gentlemen and ladies. It also has a superb knitwear department. Impeccably English: a real gem.

Address: 19 Piccadilly, London W1J 0LA
Public Transport: Piccadilly Circus
Phone: +44 207 734 0830
Internet: www.cordings.co.uk

New & Lingwood

A gentleman's outfitter with an international reputation for excellence amongst individuals of influence. New & Lingwood offers a personal tailoring service and makes bespoke shoes, boots and shirts. Timeless, flawless traditional gentlemen's fashion.

Address: 53 Jermyn Street, London SW1Y 6LX
Public Transport: Green Park
Phone: +44 207 493 9621
Internet: www.newandlingwood.com

Turnbull & Asser

A prestige shirt maker and tailor which has occupied these same premises in Jermyn Street for 100 years. Turnbull and Asser have dressed royalty, world leaders, captains of industry: even James Bond. Quintessentially British tailoring at its very finest.

Address: 71-72 Jermyn Street, London SW1Y 6PF
Public Transport: Green Park
Phone: +44 207 808 3000
Internet: www.turnbullandasser.com

Hatchards

Founded in 1797, Hatchards is London's oldest bookshop, and holds three royal warrants. It's noted for its stock of signed and collectible editions displayed over six floors linked by a curling central staircase. A beautiful, historic shop for booklovers.

Address: 187 Piccadilly, London W1J 9LE
Public Transport: Piccadilly Circus
Phone: +44 207 439 9921
Internet: www.hatchards.co.uk

Hawes & Curtis

Hawes and Curtis, supplier to royalty and the aristocracy, is famous the world over for the quality of its shirts. It now tailors shirts for women, and retails lines to a wider audience. Founded over 100 years ago, its reputation for excellence endures.

Addresses:

33-34 Jermyn Street, London SW1Y 6HP
82 Jermyn Street, London SW1Y 6JD

Phone:
+44 207 734 1390
+44 207 839 4027

Address: 33-34 Jermyn Street, London SW1Y 6HP
Public Transport: Piccadilly Circus
Phone: +44 207 734 1390
Internet: www.hawesandcurtis.com

Bentley & Skinner

Bentley & Skinner specialises in fine antique jewels, and undertakes bespoke jewellery commissions and repairs. They are jewellers by Royal Appointment to Her Majesty the Queen and HRH the Prince of Wales: there can be no higher commendation of quality.

Address: 55 Piccadilly, London W1J 0DX
Public Transport: Green Park
Phone: +44 207 629 0651
Internet: www.bentley-skinner.co.uk

La Maison Du Chocolat

A chance to browse the world class chocolatier's entire collection and make your very own divine selection. And so you can savour the atmosphere just that little bit longer – there's a small café which serves the most amazing hot chocolate and pastries.

Address: 46 Piccadilly, London W1J 0DX
Public Transport: Green Park
Phone: +44 207 287 8500
Internet: www.lamaisonduchocolat.co.uk

Floris

Floris was established in 1730, and is still run by the founder's descendants. Clientele have included royalty, Winston Churchill, Florence Nightingale and Marilyn Monroe. It's England's most exclusive perfumery house: visit, and purchase with the elite.

Address: 89 Jermyn Street, London SW1Y 6JH
Public Transport: Piccadilly Circus
Phone: +44 207 930 2885
Internet: www.florislondon.com

Paxton & Whitfield

Holding numerous royal warrants, Paxton & Whitfield offers the most exceptional selection of high quality cheeses in the country. The company mature cheeses in its own cellar, and if you want a Christmas Stilton: this is where you'll find the finest.

Address: 93 Jermyn Street, London SW1Y 6JE
Public Transport: Piccadilly Circus
Phone: +44 207 930 0259
Internet: www.paxtonandwhitfield.co.uk

Foster & Son

Makers of boots, cases, luggage and wallets and the bespoke shoemaker acclaimed as "the shoemakers' shoemaker". Foster & Son have a heritage of 170 years, an uncompromising approach to quality and design, and a reputation to match. Impeccable footwear.

Address: 83 Jermyn Street, London SW1Y 6JD

Public Transport: Piccadilly Circus
Phone: +44 207 930 5385
Internet: www.foster.co.uk

The Ritz Fine Jewellery

The Ritz Fine Jewellery offers rare and precious items which reflect the splendour and exclusivity of the hotel in which the boutique is situated. Sophistication, beauty, elegance, exclusivity and glamour: the perfect gift for someone very very special.

Address: 150 Piccadilly, London W1J 9BT
Public Transport: Green Park
Phone: +44 207 7409 1312
Internet: www.ritzfinejewellery.com

Lladro

Lladro is a beautiful welcoming boutique. It sells an exquisite range of Lladro's hand-made figurines and sculptural pieces. This is the only London outlet for this Spanish porcelain maker, internationally acclaimed for the artistic excellence of its work.

Address: 194 Piccadilly, London W1J 9EX
Public Transport: Piccadilly Circus
Phone: +44 207 494 0407
Internet: www.lladro.com

Emmett London

Emmett London's shirts uphold Jermyn Street's best tailoring traditions, but have a verve to their design which creates a stand-out new look. Ready-to-wear, made-to-measure or limited editions: these are quality shirts, like no other. Viewing recommended.

Address: 112 Jermyn Street, London SW1Y 6LS
Public Transport: Piccadilly Circus
Phone: +44 207 925 1723
Internet: www.emmettlondon.com

T. M. Lewin

This is the first ever TM Lewin shirt maker store, set up in 1898. Craftsmanship and quality were fundamental values for the founder. Today TM Lewin is a global brand, but – as this store shows – the company's philosophy remains

precisely the same.

Address: 107 Jermyn Street, London SW1Y 6EQ
Public Transport: Piccadilly Circus
Phone: +44 207 930 4291
Internet: www.tmlwin.co.uk

TUMI

TUMI is one of the world's leading brands for luxury travel, business and lifestyle accessories. Design excellence, functional superiority and technical innovation are the watchwords for this famous brand. See it all in this chic little Piccadilly boutique.

Address: 170 Piccadilly, London W1J 9EJ
Public Transport: Piccadilly Circus
Phone: +44 207 493 4138
Internet: www.uk.tumi.com

Cool Britannia

Cool Britannia is just a few steps away from the famous statue of Eros in Piccadilly Circus. The name celebrates that 90s surge in British culture, and the shop is packed with souvenirs and novelty items to remind you of just how cool your visit has been.

Address: 225-229 Piccadilly, London W1J 9HR
Public Transport: Piccadilly Circus
Phone: +44 207 839 7200
Internet: www.coolbritannia.com

M&M's World London

Surely one of the wildest and most technicoloured stores in the West End, M&M's World is well, a whole world of M&M's. Chocolates, merchandise, kitchenware, clothing, jewellery, glassware. Anything M&M – it's here. On four whole floors. Sweet!

Address: 1 Swiss Court, London W1D 6AP
Public Transport: Piccadilly Circus
Phone: +44 207 025 7184
Internet: www.mymms.com

Fancy That

One of the oldest gift shops in London (with a 400 year

history) and the place where Churchill used to purchase his cigars. Shop here for bags, clothes, cloths, cards, cups: anything and everything London-linked to take back home with your happy memories.

Address: 34 Haymarket, London SW1Y 4HA
Public Transport: Piccadilly Circus
Phone: +44 207 486 1029
Internet: www.fancythatoflondon.co.uk

Crest

A great place to purchase souvenirs, gifts, novelty items, trinkets and mementos which will set the seal on your visit to this oh-so-vibrant city. Take home models, pictures, cups, prints and clothing which will recall the sights you love in London.

Address: 9-13 Shaftesbury Avenue, London W1D 7EA
Public Transport: Piccadilly Circus
Phone: +44 207 437 5062
Internet: www.crestoflondon.co.uk

PICCADILLY & LEICESTER SQUARE - EAT & DRINK

Planet Hollywood

Sleek, sharp, and sexy, Planet Hollywood has three movie-themed rooms, great movie memorabilia, and multiple plasma screens showing classic clips. Food is a mix of American diner-style and international cuisine. It's buzzy, busy, tasty and fun.

Address: 57-60 Haymarket, London SW1Y 4QX
Public Transport: Piccadilly Circus
Phone: +44 207 287 1000
Internet: www.planethollywoodlondon.com

Criterion Restaurant

A one-of-a-kind destination suffused with romance, grandeur and enchantment. In this neo-Byzantine styled restaurant, you can dine on expertly-crafted, simple yet luxurious dishes. You could be in another time, another place. Seductive, elegant, inspiring.

Address: 224 Piccadilly, London W1J 9HP
Public Transport: Piccadilly Circus
Phone: +44 207 930 0488
Internet: www.criterionrestaurant.com

The Wolseley

A café-restaurant in the grand European tradition, and one of London's premier dining destinations. The interior is one of towering pillars, soaring arches, and beautiful staircases. The menu is as sophisticated and elegant as the setting. Truly unique.

Address: 160 Piccadilly, London W1J 9EB
Public Transport: Green Park
Phone: +44 207 499 6996
Internet: www.thewolsely.com

Richoux

A sumptuous experience. Richoux specialises in traditional British dishes (full English breakfast, fish and chips, cream teas) served to the very highest culinary standards. It proves beyond doubt that classic English cuisine matches the best in the world.

Address: 172 Piccadilly, London W1J 9EJ
Public Transport: Green Park
Phone: +44 207 493 2204
Internet: www.richoux.co.uk

The Ritz London

The Ritz has been described as Europe's most beautiful restaurant. Floor to ceiling windows overlook Green Park. The Louis XVI décor, glittering mirrors and garlands of chandeliers are dazzling. And the menu is blissful. Once experienced – never forgotten.

Address: 150 Piccadilly, London W1J 9BR
Public Transport: Green Park
Phone: +44 207 7300 2370
Internet: www.theritzlondon.com

Jamie Oliver's Diner

A cheery, people-pleasing destination, packed with massive monster "Dinersaurus", and serving up a 100% healthy, locally-sourced, hand-made range of burgers, ribs,

hot dogs, salads and shakes and lots more besides. Great gastronomy in an arresting environment.

Address: 23a Shaftesbury Avenue, London W1D 7EF
Public Transport: Piccadilly Circus
Phone: +44 203 697 4117
Internet: www.jamieoliverdiners.com

Rainforest Café

A restaurant and club alive with the sights and sounds of the jungle. There's a profusion of waterfalls, animal animatronics and tropical fish tanks in and around the table. The wild menu mixes Italian, Mexican, Cajun and Asian dishes. Great family fun.

Address: 20 Shaftesbury Avenue, London W1D 7EU
Public Transport: Piccadilly Circus
Phone: +44 207 434 3111
Internet: www.therainforestcafe.co.uk

Caffe Concerto

Caffe Concerto has an attention-grabbing window-display of glorious wedding cakes. Step inside, and you can treat yourself to sumptuous slices of Italian gateaux, toasted sandwiches, plates of pasta and – of course – an exceptional Italian coffee.

Address: 29-31 Piccadilly, London W1J 0LF
Public Transport: Piccadilly Circus
Phone: +44 207 494 6844
Internet: www.caffeconcerto.co.uk

Cafe de Pierre

A stylish, classy café with smartly-dressed waiters and a real Parisian feel. Good value breakfasts, lunches and teas, coffees, and superb pastries and cakes. And with wide front windows opening right onto Piccadilly it's fantastic for people-watching.

Address: 29-31 Piccadilly, London W1J 0LF
Public Transport: Piccadilly Circus
Phone: +44 207 494 9750

Fiori Corner

A lively restaurant serving cheerful breakfast, lunch and

supper staples right next to Leicester Square. A great place for a quick bite, a bit of people-watching, and a fast stop-over to refuel before hitting the West End once again.

Address: 42 Cranbourn Street, Leicester Square, London WC2H 7AN
Public Transport: Leicester Square
Phone: +44 207 437 2694

Café Rouge

Lovely French-style ambience, and a rich and varied menu featuring classic French variations on fish, poultry and game, plus excellent "Plats Rapides" for those who're on the move, but still want to enjoy some quality food. Relaxed easy-going eating.

Address: 43 Charing Cross Road, London WC2H 0AP
Public Transport: Leicester Square
Phone: +44 207 434 2635
Internet: www.caferouge.co.uk

The Ritz Club

With its leather chairs, richly coloured wood, and subdued lighting, The Ritz Club has all the accoutrements of an exclusive members bar. Impeccable service, an enviable selection of fine champagnes and inspired cocktails. A destination for the discerning.

Address: 150 Piccadilly, London W1J 9BS
Public Transport: Green Park
Phone: +44 207 499 1818
Internet: www.theritzclub.com

Tiger Tiger London

Five separate rooms themed to suit your mood including Groovy Wonderland (with a flashing floor for disco die-hards), Cloud (a lavishly laid-back panoramic top floor bar), and White (glitzy VIP clubbing). Every kind of night out – all under one roof.

Address: 29 Haymarket, London SW1Y 4SP
Public Transport: Piccadilly Circus
Phone: +44 207 930 1885
Internet: www.tigertiger.co.uk

Brumus at Haymarket Hotel

Soft swathes of pink and red with generously upholstered sofas make for a relaxed and calming ambience. Cocktails include all the standards plus house specialities like the Haymarket Cosmo: limoncello, mint, crushed ice, vodka and cranberry. Delicious.

Address: Haymarket Hotel, 1 Suffolk Place, London SW1Y 4HX
Public Transport: Piccadilly Circus
Phone: +44 207 470 4007
Internet: www.firmdalehotels.com

Jewel Bar

Jewel Bar is a symphony of glittering chandeliers, softly shimmering candles and statuary. The atmosphere is mysterious, elegant and refined, and there's a superb menu of cocktails and drinks to match. Love distinctive décor? This is the bar for you.

Address: 4-6 Glasshouse Street, London W1B 5DQ
Public Transport: Piccadilly Circus
Phone: +44 207 7439 4990
Internet: www.jewelpiccadilly.co.uk

Longitude at Le Meridien

A super-smooth understated bar, with slick 70s-style furnishings. It's ideal for relaxing or informal meetings during the day. By night, to a background of laid-back mood music, Longitude turns into a cool after-work hang-out for guests and locals alike.

Address: 21 Piccadilly, London W1J 0BH
Public Transport: Piccadilly Circus
Phone: +44 207 734 8000
Internet: www.lemeridienpiccadilly.co.uk

W London Lounge/ Wyld Bar

In the Wyld Bar: big beats from top DJs, master cocktail mixologists, a massive mirrorball (massive!) and groovy décor. The place to party – til dawn. Or for something quieter – retire to the funky, modernist W Lounge. A London hot-spot – for the truly cool.

Address: 10 Wardour Street, London W1D 6QF

Public Transport: Piccadilly Circus

Phone: +44 207 758 1000

Internet: www.wlondon.co.uk

DSTRKT

DSTRKT is glamorous, decadent, chic, elegant, ultra-stylish, and uber-sophisticated. With its dazzling precious stone VIP bar, state of the art sound system, dazzling decor and revolutionary stage it's a major celebrity destination. Get down there and go clubbing like a star.

Address: 9 Rupert Street, London W1D 6DG

Public Transport: Leicester Square

Phone: +44 207 317 9120

Internet: www.dstrkt-london.com