

London

by Lara Grobosch

Spearheaded by Savile Row, London blends international flagships with British heritage brands. From gentlemen’s attire to streetwear, retail spans indie boutiques, emerging designers, and sustainable and vintage offerings.

Best for:

- British high-street brands and department stores
- Emerging and independent designers
- Classic tailoring and bespoke items
- Vintage stores and sustainable picks
- International flagships and pop-ups

When to shop:

Spring/Summer: January – June | Autumn/winter: July – December

Summer sales: mid-June until early July

Winter sales: starting after Christmas until mid-January

Key events:

London Fashion Week: June 7-9, 2024

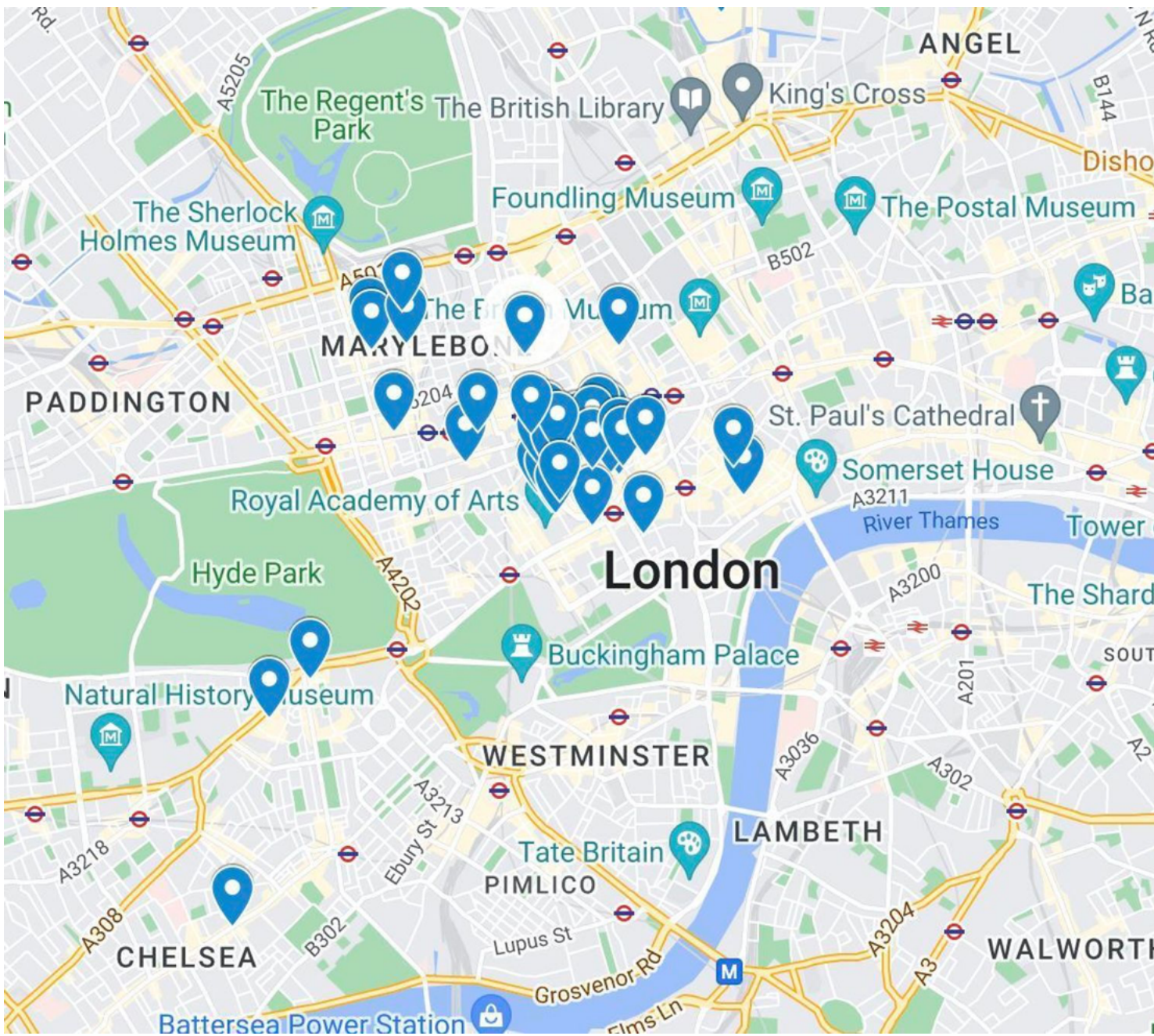
New Designers: June 26-29, 2024

Pure London: July 14-16, 2024

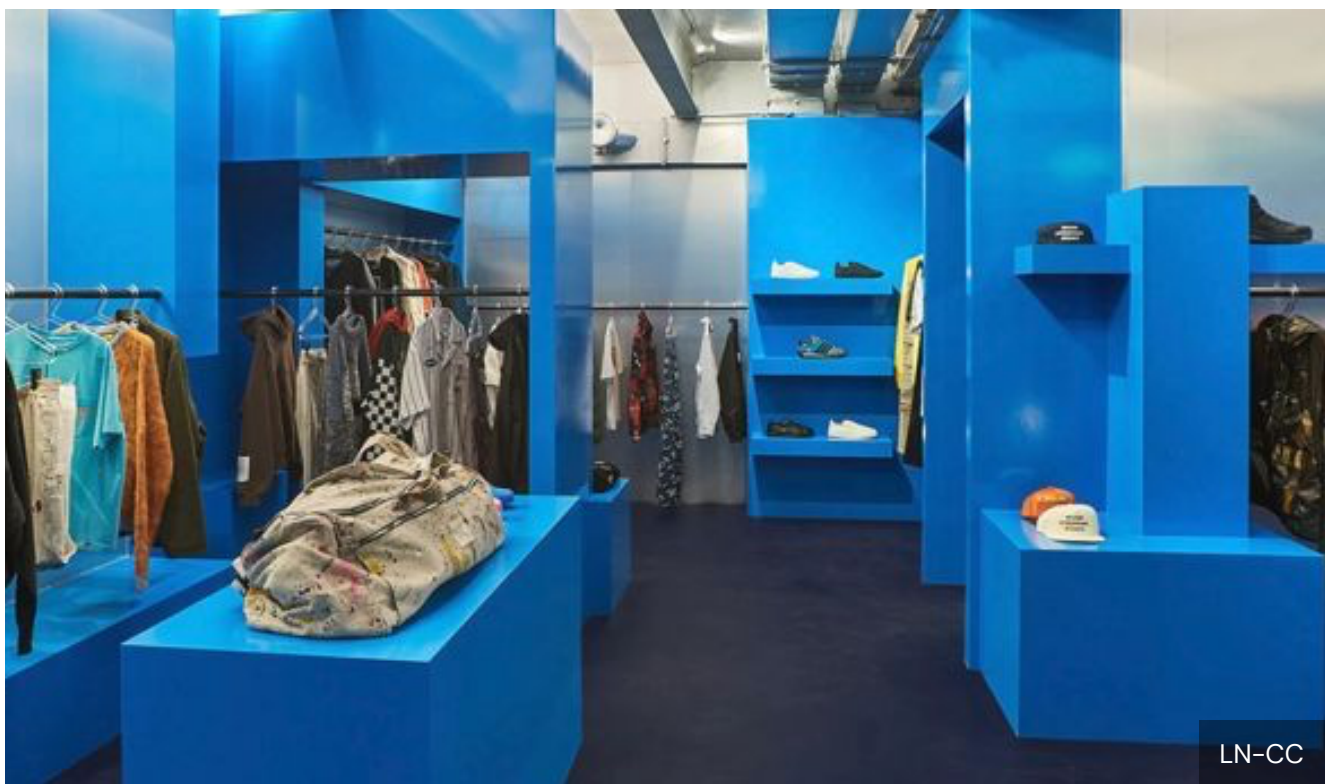


Key areas

- **Oxford Street/Regent Street:** international and UK retailers, chains and department stores such as Liberty and Selfridges
- **Bond Street/Mayfair:** high-end menswear designers meet heritage brands. Don't miss Savile Row, the home of London's finest tailors
- **Carnaby Street/Soho:** independent menswear blends with streetwear and premium labels. This area is a must for specialist denim and footwear stores
- **Coal Drops Yard:** rejuvenated King's Cross delivers on menswear, with Carhartt, Lestrangle London, Universal Works, Margaret Howell and more
- **Shoreditch/East:** head east for all things up-and-coming and edgy. Explore boutiques and vintage concepts around Columbia Road, Brick Lane, Dalston and Spitalfields, while Hackney stands out for sustainable picks
- **Covent Garden:** a good mix of British menswear classics, high-end and chain stores. Explore Floral and Henrietta streets and around
- **Marylebone:** charming area with a village-like feel. Find independent stores, designer boutiques and concept spaces for classic and sustainable looks
- **Notting Hill:** quirky boutiques and retro gems. Standouts are 282 Portobello for vintage tailoring and Couverture & The Garbstore for emerging talent



Editor’s picks



LN-CC (NEW)
18–24 Shacklewell Lane, Dalston



Trunk Clothiers
8 Chiltern Street, Marylebone



Sirplus
81a Marylebone High Street, Marylebone
178a King's Road, Chelsea



Percival
7 Marshall Street, Soho



Studio Nicholson
9–11 Broadwick Street, Soho



Drake's
9 Savile Row, Mayfair



Couverture & The Garbstore
188 Kensington Park Road, Notting Hill