London is a mecca for cosmopolitan city shopping with numerous options for creating serious damage to your credit cards. From cutting-edge street fashion to the world’s finest designer labels, London will no doubt surprise you with its well-known brands as well as plenty of hidden secrets just waiting to be discovered. This guide looks at some of the major shopping districts and picks out the best shopping opportunities......

SHOPPING MALLS

You don’t have to pound the streets to get your retail fix. Head to one of London’s many shopping malls to find everything you need, all under one roof.

THE BRUNSWICK
Judd Street Bloomsbury, WC1
www.thebrunswickbloomsbury.com
Tel: (020) 7278 9303
Russell Square
The Brunswick is one of London’s newest shopping areas and is located in historic Bloomsbury. It houses an eclectic mix of shops, selling everything from the latest fashions to everyday essentials, as well as numerous restaurants. Don’t miss the Renoir Cinema, which screens a fabulous range of cult movies.

THE MALL ILFORD
High Road, Ilford, Essex IG1
www.themall.co.uk
Tel: (020) 8553 3000
Ilford
With retailers such as Debenhams, Marks & Spencer and TK Maxx, The Mall Ilford is a great place to shop. Located in the heart of Ilford’s retail scene, it is home to around 80 shops and a food court. The Mall is easily accessible by public transport or use the award winning car park.

BURLINGTON ARCADE
Piccadilly, W1
www.burlington-arcade.co.uk
Tel: (020) 7630 3833
Green Park
Opened in 1819 this is the world’s first shopping arcade, widely recognised as a historic and architectural masterpiece. It is the longest, and certainly one of the most beautiful covered shopping streets in Britain, packed with luxurious goods and accessories.

THE MALL ANTIQUES ARCADES
359 Upper Street, N1
www.themallantiques.co.uk
Tel: (020) 7351 5353
Angel
Located in the heart of Camden Passage, The Mall Antiques Arcades is the focus of Islington’s thriving antiques community. It houses more than 35 specialist dealers in porcelain, silver, clocks, glass, Art Deco, Art Nouveau, oriental antiques, paintings, brass, jewellery etc....

GLOBAL REFUND
15 Galena Road, W6
www.globalrefund.com
Tel: (020) 8222 0100
Global Refund provides a comprehensive service to over 210,000 affiliated retailers internationally. Simply look out for the Global Refund Tax Free Shopping sign and ask for your Global Refund Cheque. You will then need to show your purchases, receipts and passport to customs officials when leaving the EU to receive your refund.

PREMIER TAX FREE
Fintrax House, Station Road North, RH1
www.premiertaxfree.com
Tel: 01737 644922
The Premier Tax Free tax refund system is straightforward and efficient. Ask for more information and a tax free shopping form when shopping anywhere in the UK. You can also check out their website for more details of where to spend and how to save.

for more information on shopping...
A trip to one of London’s varied and vibrant markets will not only have you laden with bags on the way home, but you’ll also see a slice of real London too. With 83 major street markets, selling everything from antiques and exotic ingredients to retro fashions and crafts, you’ll be in shopping heaven.

**MARKETS**

**CHELSEA FARMERS MARKET**
SW3
www.urban.space.com
Tel: (020) 7515 7153
📍 Pimlico
Chelsea Farmers Market is located in the heart of Chelsea’s most fashionable quarter, just off the Kings Road. You can browse an eclectic mix of independent shops and restaurants including a pet-grooming salon, quirky original gift shops, and enjoy the finest Argentinian meat cuts at El Gaucho steakhouse.

**GREENWICH MARKET**
SE10
www.greenwichmarket.net
Tel: (020) 8293 3110
📍 Greenwich
Greenwich Market is packed full of unique arts and crafts. Take in some classical music performed by students from nearby Trinity College of Music, and browse the wonderful array of over 120 arts and crafts stalls.

**COVENT GARDEN MARKET**
WC2
www.coventgardenmarket.co.uk
Tel: (020) 7836 9136
📍 Covent Garden
Covent Garden Market makes for a great afternoon out! Browse British arts and crafts stalls of jewellery, antiques and knick-knacks in a historic setting.

**CAMDEN LOCK MARKETS**
Camden Lock, NW1
www.camdenlockmarket.com
Tel: (020) 7284 2084
📍 Camden Town or Chalk Farm
Open daily
Camden Lock is one of London’s most famous markets and a must for all visitors. From tie-dye jumpers to gifts and furniture, there’s something for everyone. Browse the colourful stalls and shops, take your pick from tasty global foods on offer, or just chill out by the lock and soak up some of the atmosphere.

**HIDDEN GEMS**

If you’re after something a bit unusual, then London is the place to find it. The city is full of specialist stores and independent boutiques ranging from the fabulously quirky to one-off gifts. Whatever you’re after, you can guarantee that someone somewhere will stock it!

**R. TWINING & COMPANY LIMITED**
216 The Strand,
www.twinings.com
Tel: (020) 7353 3511
📍 Temple
Twinings tea house has been responsible for some of Britain’s favourite brews. Thomas Twining was one of the first people to introduce tea to England in 1706, from the very tea shop on the Strand that still stands today. Pop in and purchase a blend to enjoy at home or visit the museum to discover the history of Twinings.

**BRITISH MUSEUM SHOP**
38 Russell Square, WC1
www.britishmuseum.co.uk
Tel: (020) 7323 8000
📍 Russell Square or Tottenham Court Road
The British Museum offers a rather nifty shop or two. Browse the extensive collection in the book shop or visit the children’s shop. You will find pocket-money friendly items, activity books and games while in the gift shop you can pick up everything from statue replicas of museum pieces to stunning jewellery inspired by the museum’s collections.
ESSENTIAL DESTINATIONS

With so many unique and amazing shopping areas in London, the problem isn’t finding out where to go, but how to squeeze it all in! Take a look at our area maps to familiarise yourself with each shopping district and then work out where you want head to first.

CANARY WHARF
E14
www.mycanarywharf.com
Tel: (020) 7418 2000
DLR Canary Wharf
Beneath the skyscrapers of Canary Wharf lies a shopper’s underground paradise. Three malls containing over 200 shops, bars, cafes and restaurants await you in an indoor haven. Whatever you need there is plenty of choice with everything from supermarkets and high street favourites, to independent boutiques and designer fashions. It’s even got a Krispy Kreme doughnut kiosk so you have even more of an incentive to pay a visit.

SEVEN DIALS
Covent Garden, WC2
www.sevendials.co.uk
Covent Garden
This cluster of streets behind Covent Garden is a shopping must. It’s packed with cool clothing stores such as Boxfresh, Fred Perry and Diesel and is a top destination for fashionistas and celebs. In fact Sienna Miller, Beyoncé and Britney are all known regulars. Visit Cath Kidston for some kitsch homeware, the Paul Frank store for some monkey wardrobe items. Plus take your pick of restaurants including Carluccio’s, The Ivy and Belgo Centraal.

CARNABY STREET
46A Carnaby Street, W1
www.carnaby.co.uk
Oxford Circus or Piccadilly Circus
The pedestrianised area of Carnaby Street has been synonymous with the coolest of shopping since the swinging sixties. Today you can browse trendy trainer shops, quirky jewellery designers and plush cosmetic stores. Be sure to visit Kingly Court, it’s a tucked away shopping quarter offering three floors of unique boutiques. When it’s time for lunch check out Leon, the über healthy takeaway joint, or Masala Zone if you’re after a bit of spice.

THE WEST END RED CAPS
When you head to London’s West End, look out for the Red Caps who can answer any questions you might have while you’re out and about. New West End Company Red Caps are the uniformed street wardens who work on Bond Street, Oxford Street and Regent Street to make your shopping experience easier and more enjoyable. They know everything you could want to know about shopping in the West End, from directions to Selfridges and Hamleys, to opening hours of different shops, public amenities and bus routes around the centre of London. They are always happy to help.

for more information on shopping...
REGENT STREET & PICCADILLY

Home to one of London’s busiest shopping districts, Regent Street and Piccadilly have been drawing crowds for centuries.

Regent Street houses a selection of flagship stores with classic British brands mixed with international contemporary designers. Plus you can arrange a personal shopper, pampering treatments or meet for a bite to eat on adjoining Heddon Street.

Piccadilly is the destination for the capital’s most exclusive wine cellars, gentlemen’s outfitters such as Savile Row and Jermyn Street and luxury department stores.

1. HAMLEYS
   188-196 Regent Street, W1
   www.hamleys.com
   Tel: 0870 333 2455
   ⚪ Oxford Circus
   Fun is top of the agenda for both the young and the young at heart at this huge toy shop. Hamleys has seven fabulous floors packed with everything from computer games and gadgets to traditional teddies and the very latest must-haves. The magic begins from the moment you enter the store, with colourful displays and exciting demonstrations. There is also an outlet at Heathrow Airport, Terminal 4, which is perfect for picking up those last-minute gifts.

2. LIBERTY
   210-220 Regent Street, W1
   www.liberty.co.uk
   Tel: (020) 7734 1234
   ⚪ Oxford Circus
   Beyond Liberty’s impressive mock-Tudor façade and alluring window displays lie an enchanting collection of treasures, including fashion, cosmetics, homewares, jewellery and accessories. Personal shoppers are on hand to assist if necessary and gift wrapping comes as standard, creating a luxurious and pleasurable shopping experience.

3. ESPRIT
   178-182 Regent Street, W1
   www.esprit.com
   Tel: (020) 7025 7700
   ⚪ Oxford Circus
   Regent Street is home to this popular global brand’s flagship store. It stocks an impressive range of stylish and casual clothes for men and women and children. You’ll also find shoes and accessories, jewellery, watches, sportswear and eyewear. Esprit is renowned for its quality designs at a surprisingly reasonable price so it’s ideal for refreshing your whole wardrobe without breaking the bank.

4. FORTNUM & MASON
   181 Piccadilly, W1
   www.fortnumandmason.co.uk
   Tel: (020) 7734 8040
   ⚪ Piccadilly Circus
   Established in 1707 and holder of three Royal Warrants, Fortnum & Mason is a legendary department store. It is most famous for its magnificent food hall, which stocks some of the finest produce in London. Venture onto one of the store’s other six floors and you’ll also find luxurious gifts, homewares, luggage, cosmetics and much more.

visitlondon.com/shop
When it comes to shopping in London, iconic Bond Street and Oxford Street are where most people are itching to begin.

Bond Street offers quintessential British shopping with designer fashion boutiques, antiques, art shops and classic jewellery stores. Or simply stroll down the regal street to take in the window displays.

Bustling Oxford Street has over 300 shops and landmark stores and is home to many of the high street brand's flagship stores including Top Shop, H&M and more.

1. SELFRIDGES
400 Oxford Street, W1
www.selfridges.com
Tel: 0870 8377 377
Bond Street
The world famous Selfridges is one of the most cutting edge department stores in the world. You can lose yourself for hours in the floors of designer clothes, cool streetwear, amazing interiors and accessories, shoes, music, books and tasty food hall. Make sure you check out the wonderfully creative window displays.

2. JOHN LEWIS
300 Oxford Street, W1
www.johnlewis.com/oxfordstreet
Tel: (020) 7629 7711
Bustling Oxford Street has over 300 shops and landmark stores and is home to many of the high street brand's flagship stores including Top Shop, H&M and more.

3. WEST ONE SHOPPING CENTRE
75 Davies Street, W1
Tel: (020) 7493 4820
Bond Street
West One Shopping Centre is situated in the heart of the West End. It’s open seven days a week and is perfect to browse through the medley of shops from Dorothy Perkins to Boots or enjoy a drink at Juiced! the organic juice bar or Pret à Manger on the way home.

4. CREST OF LONDON
354 Oxford Street, W1
www.crestoflondon.co.uk
Tel: (020) 7935 0044
Bustling Oxford Street has over 300 shops and landmark stores and is home to many of the high street brand's flagship stores including Top Shop, H&M and more.

It’s one of Britain’s most trusted department stores and the place to head to for just about anything you need. At John Lewis you get good quality goods at fair prices. From televisions and home furnishings to fabrics and clothes brands including Phase 8, Kaliko, Coast and Principals and it has its own restaurant so you can finish off with a great meal.

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for more information on shopping...
SLOANE SQUARE & KNIGHTSBRIDGE

Knightsbridge is home to some of London’s most prestigious retail outlets, where you’ll find Harrods, the world-renowned department store. So don’t forget your credit cards! Not far away you will discover the delights of Sloane Area where you will be spoilt for choice.

1. HARRODS
87-135 Brompton Road, SW1
www.harrods.com
Tel: (020) 7730 1234

This incredible store was established in 1849 as a humble grocery employing two assistants. Today, it offers everything from food to fashion, furniture to sportswear in sumptuous surroundings. You can also sample a huge range of cuisine from across the globe in 28 in-store restaurants. Must-see departments include the Food Halls, the Egyptian Hall and the Pet Department. At night the store is illuminated by 11,500 light bulbs, creating a truly magical sight.

2. PETER JONES
Sloane Square London SW1
www.peterjones.co.uk
Tel: (020) 7730 3434

This is a much-loved department store on Sloane Square with eight floors waiting to be discovered. As well as choosing from irresistible fashion and homewares, you can also enjoy some indulgent pampering in the beauty treatment rooms or relax in the Top Floor restaurant, with its spectacular views over London.

3. ANTIQUARIUS
131-141 Kings Road SW3
www.antiquarius.co.uk
Tel: (020) 7351 5353

This is the oldest and one of most famous antiques centres in London. It was originally a gentleman’s club and pool hall, but today has become hugely popular with collectors, interior designers and curio-hunters alike. Browse the vast range of quality antiques and you’re sure to find something completely unique.

4. CHELSEA FOOTBALL CLUB
Stamford Bridge, Fulham Road, SW6
www.chelseafc.com
Megastore tel: 0870 300 1212

Home to one of London’s best Premier League teams, Chelsea Football club offers a luxurious health club and a huge souvenir store. The Chelsea Club combines five-star luxury with a professional and holistic approach to fitness. The spa is open to non-members, and allows you to experience pure sensory indulgence, with traditional therapeutic practices. Why not pay a trip to the Chelsea FC Megastore while you are there and pick up a football-themed memento. Choose from a wide range of items, from a Chelsea FC key ring to a replica first team kit.
HOW TO SHOP TAX FREE

In the UK, VAT is 17.5% and is included in the price of most goods. Non-EU residents are able to claim this tax back, here's how:

1 Shopping

Shop where you see the Global Refund TAX FREE SHOPPING SIGN and simply ask for your tax refund form.

2 Authorising

Show your purchases, receipts and passport (when leaving the EU) to Customs Officials and have your completed Global Refund form stamped.

3 Refunding

Mail the stamped form in the Free-post envelope supplied specifying your chosen method of payment. Alternatively collect an immediate cash refund at 339 Oxford Street, London W1.*

For more information call:
Traveller Services 020 8222 0101

*Ask in-store for more details

www.globalrefund.com