



# Shop London

## London, 1 Day

### Table of contents:

Guide Description 2

Itinerary Overview 3

Daily Itineraries 4

London Snapshot 8

# Guide Description



# Itinerary Overview

things to do  
restaurants  
hotels  
nightlife

## Day 1 - London

**DAY NOTE:** Where to start? London has enough shopping to satisfy any shopper. From markets to posh boutiques to boot sales (a what?). Let's start with the posh shopping in Chelsea & Knightsbridge. A true shopper would begin this tour at Harrods (don't miss the food halls), window shop down chic Sloane Street, nip into Peter Jones in Sloane Square, possibly have a nibble on the top floor BEFORE hitting boutiques of King's Road. After taking in several shops and dodging the crowds, you may need a breather, so take a right on Chelsea Manor to the little green space and browse the few quaint and quiet shops. Nose around the gorgeous neighborhood a tad before heading back to finish the stretch. More sustenance breaks can be found at The Chelsea Kitchen (cheapest meal in town), MUNCH for tea & cakes and Bluebird. The shopping mecca wraps up near Beaufort Street where you'll need to hail a black cab to rest your feet back at the hotel! For the bargain hunter and market shopper experience a car boot (English word for trunk) sales. They are like garage sales without the garage and can be found in parking lots or in fields. Not to be confused, car boot sales generally sell secondhand merchandise while markets handle new items, fashion and food. However, in both you will find antiques, instruments, accessories, clothing, kitchenware, toys, art & books. Portobello Road Market is the most well known to visitors although I'd still recommend it as it is located in high style, low maintenance Notting Hill. Just make sure not to bail out before hitting the food stalls. Spitalfields Market runs Sunday through Friday & is busiest on Sundays. For foodies, visit Borough Market on Fridays & Saturdays or the gorgeous Victorian covered market of Ledenhall M-F. For boots sales visit Chiswick Community School the first Sunday of every month. Ladbroke Grove holds a weekly event on Sundays. Take cash and some polite bargaining skills.



### Portobello Road Market

London's most famous market



### Covent Garden Piazza

Covered Victorian marketplace and buzzing piazza



### Knightsbridge, Belgravia and Kensington

Chic boutiques, popular high street chains



### Harrods

A world-famous shopping institution



### Bluebird

Culinary Compound



### Munch Cafe

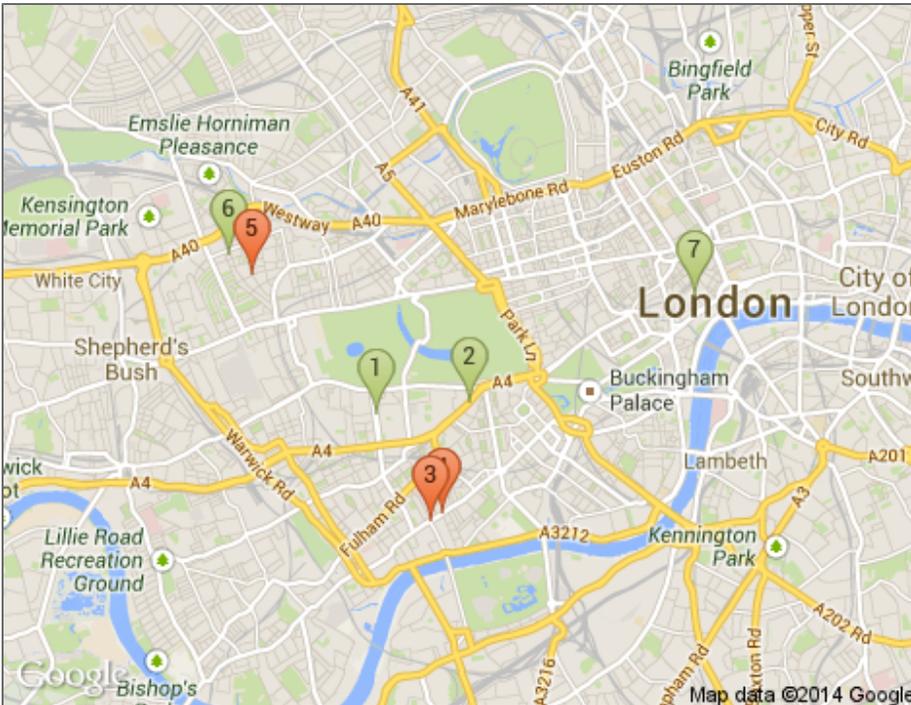
Chomp on!



### Tom's Delicatessen

Have yourself a sarnie and a smoothie

# Day 1 - London



## QUICK NOTE

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### contact:

tel: +44 20 7234 5800(Tourist Information)

fax: +44 20 7378 6525(Tourist Information)

### location:

Knightsbridge

## 1 Knightsbridge, Belgravia and Kensington

**DESCRIPTION:** The two main reasons to shop in this area have to be Harvey Nichols and Harrods. Dominated by chic boutiques and expensive restaurants and cafes, ladies who lunch and It girls in slick sports cars haunt Brompton Cross, King's Road, Kensington High Street, Sloane Street and its environs. It's worth noting that the further you go towards



London SW1X 7XL

Earl's Court, the more affordable the stores become until you're spoiled for choice between a host of popular high street chains. Visit Knightsbridge and Belgravia for designer shops and impressive labels, or head towards Kensington for more affordable wardrobe essentials. © wcities.com

**contact:**

tel: 020/8479-5100  
<http://www.harrods.com/visiting>

**location:**

87-135 Brompton Rd., SW1  
London SW3 1JJ

**2 Harrods**

**OUR LOCAL EXPERT SAYS:**

Pay attention to the visitor guidelines ([www.harrods.com/visiting/guidelines](http://www.harrods.com/visiting/guidelines)) which include: no eating or drinking (except in the cafes and restaurants); no photography in certain areas; no unaccompanied children under 15; large backpacks must be carried in front of you; no very revealing clothing or offensive logos/images. And pick up a map on your way, this place is a maze.

**DESCRIPTION:** "The Corner Shop", as Knightsbridge locals call it, is probably the most famous store in the world, selling everything from its ubiquitous green-and-gold branded carrier bags (its best selling item) to a 12.5kg solid gold bar, its latest ultimate luxury accessory. It may not have all the latest fashions these days (look opposite in Harvey Nichols to find those) but it's not far behind and for all but the hardest to please shoppers it's usually a great experience. Harrods began on its present site in 1849 as a small grocer's shop. These days 15 million customers per year come to explore its 7 floors and 4.5 acres. Don't miss the daily cornucopia in the fabulous Food Halls and return by night to see its famous terracotta façade, illuminated by 13,500 lightbulbs.

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**contact:**

tel: 020/7559-1000  
fax: +44 20 7559 1115  
[www.conran-restaurants.co.uk](http://www.conran-restaurants.co.uk)

**location:**

350 King's Rd., SW3  
London SW3 5UU

**hours:**

Mon-Fri 12:30-3:30pm and 6-11pm; Sat noon-3:30pm and 6-11pm; Sun noon-3:30pm and 7-10pm

**3 Bluebird**

**DESCRIPTION:** Before it was a restaurant, the site was a garage that repaired the legendary Bluebird, an English sports car that is, alas, no longer produced. Today, this enormous space resounds with clinking silverware and peals of laughter from a loyal clientele. You'll find a color scheme of red-and-blue canvas cutouts in the shape of birds in flight. Tables are close together, but the scale of the place makes dining private and intimate. The massive menu emphasizes savory, precisely cooked cuisine, some emerging from a wood-burning stove used to roast everything from lobster to game. An immense shellfish bar stocks every crustacean you can think of, and the liquor bar does a thriving business with the Sloane Square subculture. Starter temptations include Serrano ham with fresh tomato tostados or chopped steak tartare, perhaps wild mushrooms on brioche. We're fond of the venison shank in a bitter chocolate sauce (don't knock it until you've tried it). You



wcities

might also try the lamb with lentils and cepe mushrooms. ©  
Frommer's

**contact:**  
tel: 44 20 7751 5700  
fax: 4420 7751 5701

**location:**  
208 King's Road  
London England SW3 5XP

**hours:**  
M-F 8a-6p, Sa 9a-6p, Su  
10a-6p

## 4 Munch Cafe

**DESCRIPTION:** If you're on the go and need a quick bite, hop right into Munch Cafe. Located in the Chelsea neighborhood, this bright and roomy brasserie offers modern café fare. Select from the menu a light-hearted breakfast or come by to munch on some home-made cakes, pastries and ice creams. For lunch, you can choose between charcuterie, pastas, salads or various grills. So the next time you're passing by, you know where to stop! © wcities.com

**contact:**  
tel: 44 20 7221 8818  
fax: 44 20 7221 7717  
<http://www.tomsdelilondon.co.uk/>

**location:**  
226 Westbourne Grove  
London England W11 2RH

**hours:**  
8a-8p M-F, 8a-6p Sa, 10a-4p  
Su

## 5 Tom's Delicatessen

**DESCRIPTION:** Tom's is a charming, small deli-cum-cafe, courtesy of Tom Conran - Terence's son. Tom's is a classic Notting Hill breakfast and brunch hang-out with relaxed, cosy, hip vibes. Come in and grab a healthy yet delicious sandwich, speciality and gourmet crisps or a savoury tartlet to go. If you have an hour to spare, linger over a hot dish in the mezzanine cafe, but get there early because it's always full. Try a fruit smoothie and get hooked. The great news is Tom's is now open for supper during the week. Downstairs, the delicatessen sells cheeses, caviars, olives - the lot. And there are lots of sweet things to tempt you by the till. © wcities.com

**contact:**  
tel: +44 20 7229 8354  
fax: +44 20 7243 3419  
<http://www.portobelloroad.co.uk/>

**location:**  
Portobello Road  
London London W11

## 6 Portobello Road Market

**OUR LOCAL EXPERT SAYS:**  
Take cash, ATMs have long lines and stalls are pretty much cash only.

**DESCRIPTION:** Since 1837 Portobello Road has hosted a market of some sort or another. Made famous by the movie Notting Hill, the market will not disappoint despite attracting serious crowds. Known predominantly for antiques found at the south or Notting Hill Gate end of the market, there are several sections worth a peak although finding a bargain might be an option. After the antiques, jewelery and souevnirs the market thins as people bail out on Westborne Grove, but keep going and you'll find colourful fruit & veg stalls and mouth watering street food vendors. The third section is fashion, both new and second hand, which extends along the street under the motorway. Don't forget to go behind the stalls where you'll find nifty little shops. Oh and don't forget to take a camera!  
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tel: +44 20 7234 5800(Tourist Information)  
fax: +44 20 7378 6525(Tourist Information)  
[http://www.coventgardenlife.com/info/covent\\_garden.htm](http://www.coventgardenlife.com/info/covent_garden.htm)

**location:**

Covent Garden  
London WC2E 8RF

**7 Covent Garden Piazza**

**OUR LOCAL EXPERT SAYS:**

Dig deep if you enjoy the buskers as it's their only source of income

**DESCRIPTION:** Sheltered beneath a beautiful Victorian iron-and-glass arcade that once held England's largest fruit and vegetable market are the shops and restaurants that make up the heart of Covent Garden. Its famous piazza is the only area of London licensed for street entertainment and all performers are required to audition before they are allowed to perform. Buskers such as magicians, statues, opera singers, musicians, and jugglers perform for your enjoyment and in return you give them a bit of money. There's a nice buzz to the piazza and surroundings. It is always a child favorite even if it is quite touristy. Sample a freshly baked treat from Ben's Cookies or a Cornish pasty while people watching the entertainers. The market is perfect for souvenir shopping but be warned, at peak times it gets uncomfortably busy.

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# London Snapshot

## Local Info

Often quoted yet eloquently perfect, Dr. Samuel Johnson once said, "When a man is tired of London, he is tired of life; for there is in London all that life can afford". Whether in town for a weekend or a few months, London and its diversity is sure to amuse, entertain and enlighten. London is a city of numerous neighborhoods or villages, each with its own flavor and attractions. London has defied fires, plagues, wars and more to become a truly modern metropolis.

Beyond the streets of Westminster where iconic Big Ben shines over the Houses of Parliament and the River Thames lies a city begging to be explored. Most of the major tourist attractions can be accessed by foot although traveling via Tube, red double decker bus or black cab equally adds to the atmosphere.

Royal enthusiasts will bee-line for Buckingham Palace and catch a glimpse of the Changing of the Guard or walk the aisle Princess Diana did on her wedding day at St. Paul's Cathedral. Exploring Kensington Palace and the Tower of London provide an experience into the life of former English monarchs.

London boasts over 300 museums with many offering free admission. From the must see Egyptian mummies and Rosetta Stone at the British Museum to the Rembrandt's and Monet's in the National Gallery, famous works and artifacts come alive from our history lessons. Marvel at masterpieces at the quiet British Library then navigate the Tate Modern's Turbine Hall. And even if dinosaurs and Darwin are not of interest, at least skip by the Natural History Museum and check out one of the most impressive buildings in London.

No matter the weather, Londoners adore and fill their green spaces such as centrally located Hyde Park and Regent's Park. Just outside of the city limits, yet easily reached, lies the Royal Botanical Gardens of Kew, one of the world's most captivating gardens. When it is damp or the grey skies become too much, then stop for a pint in a pub or a cup of tea in... well, anywhere!

And let us not forget that London is also a shopper's paradise. Roaming the food halls of Harrod's or bartering for bargains in many of the city's markets is part of London's charm. Quintessentially British and perfect for snatching up luxurious fashion and unique souvenirs are found in shops along the streets of Regent & Oxford such as Liberty and Selfridges or in Covent Garden area.

So, put on those walking shoes, grab an umbrella and prepare to be dazzled by the city of London.

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## Fun Facts

1. Interesting Fact: Big Ben is actually the nickname of the Great Bell located inside the St. Stephen's Clock Tower not the tower or clock itself as commonly thought.

2. Curious Fact: The world's smallest police station is located in the southwest corner of Trafalgar Square, carved out of the base of a lamp post circa 1930. Today the station has sadly been converted into a cleaning storage cupboard.

3. Fun Fact: London was originally named Londinium and began as a small colony just about where London Bridge sits around 43AD.

4. Cool Fact: London's Tube stations sheltered Londoners from the Blitz during

WWII, one night a record 177,500 were counted sleeping in the underground transport system.

5. Odd Fact: The Monument was erected to commemorate The Great Fire of 1666 and is 202 feet tall, the same distance to the start of the fire on Pudding Lane.

6. Random Fact: Tower Bridge is often mistakenly called London Bridge and it the only draw bridge over the River Thames.

7. Bizarre Fact: From the 15th to the 19th centuries when the Thames River was much wider and slower, it often froze over in winter and Frost Fairs were held on the ice.

8. Freaky Fact: A sign on the traffic island marks the Tyburn Tree at the intersection of Marble Arch and Edgeware Road where between 40,000 and 60,000 people were executed from 1196 to 1783.

Weird Fact: Covent Garden should be called Convent Garden named after the Westminster Convent garden, it was misspelled.

10. Quirky Fact: Only two of the 260 Tube stations use all five vowels in their name: Mansion House and South Ealing.

11. Funky Fact: Legendary guitarist Jimi Hendrix and composer George Fredric Handel were neighbors, only 200 years apart. They lived in adjacent houses at 23 and 25 Brook Street now a combined unit which houses the Handel House Museum

12. Wacky Fact: Her Majesty the Queen is forbidden from enter the House of Commons in Parliament as she is not a member.

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