

London Fashion is Calling

Written by Written by Abby Fotis

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AZFootHills.com has already brought you "Three Days in Paris," a spring shopping and dining guide showcasing the most exclusive, must-see boutiques and restaurants in Paris. Having spent four months of 2008 in London, I thought I'd follow up with another European shopping guide and share some of my personal experiences, which mostly entail me getting lost, and stumbling across treasure chests of fashion. Here are the places I quickly, and willingly, spent all of my money.



Let's get this one out of the way first because it's already well known, but cannot be excluded. While in London, Topshop was the best friend I never had. The three stories of fabulous fashions quickly left a lasting impression upon my first entry. The bountiful array of clothing, bags and accessories made my credit card dance out of my wallet and all I could think was, "how can I possibly see everything?"



Located in Oxford Circus, the hub of local London shopping, Topshop is divided by brands, trends and often colors; not to mention, boasts an entire floor of shoes. Plus, Topshop has an entire department for London's beloved, Kate Moss for Topshop.

The fast-paced environment and hundreds of shoppers perusing the same racks is a bit overwhelming, but all the styles you could need, or want are there. www.topshop.co.uk

Once I was able to say goodbye to Topshop, I found myself in a fashion trance at Bond Street tube. After a couple minutes of walking, I excitedly discovered KJ's Laundry. I've seen KJ's items featured in Vogue, Grazia, and Marie Claire before, so I knew I was in for a treat.



KJ's Laundry is a boutique that houses a variety of up-and-coming labels alongside established designers. Mike & Chris is a collection available at KJ's known for its ornately detailed, distressed leather hoodies and now has a new line of women's clothes. Also at KJ's are Australian designer, Carl Kapp's spectacular dresses and tailored coats. Other recognizable brands like Rebecca Taylor and Lee Mathews consistently hang on the racks of this quaint, little Marylebone shop. Check out the website for the latest collections KJ's Laundry is hosting. www.kjslaundry.com

On the weekends, I frequented the elite area surrounding Sloan Street. I found fun in ogling at the high-end designer collections displayed in the windows and watching drivers carry out dozens of bags from Chanel and Prada.

After sadly passing several stores out of financial reach, the subtle, light pink Browns sign caught my eye and I soon found myself in a wonderland of Lanvin, Marios Schwab and Stella McCartney.

Browns has been a landmark in London since opening in the early 70's and has expanded over the years to cater everyone's fashion needs. Today around central London you'll find Browns Men, Browns Bride, Browns Labels for Less, Browns Shoes, Browns Focus, and my personal favorite, Browns Sloane Street. Browns combines the accoutrements of a luxury department store with the quaintness of a historical boutique. www.brownsfashion.com

Next on my must-visit list is an attractive Notting Hill boutique called Nancy Pop. I discovered this London favorite while strolling through Notting Hill's infamous, Portobello Road Market. The simplicity of the store was a relief after spending most of the day fighting through crowded stands selling antiques, fruit and vintage clothing.

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Nancy Pop's own exclusive line offers flirty and feminine clothes, shoes, and accessories, sold alongside modern labels like Alice McCall, Joanna Louca and Eley Kishimoto. www.nancypop.com



I've mentioned several fabulous London boutiques, but you can't conclude your British jaunt without visiting lingerie and nightwear specialists, Alice & Astrid. Located in Notting Hill, Alice & Astrid is recognized for the deluxe quality of its glamorous designs using only the finest silks and cottons, which they personally create. This elite shop will surely blow any Victoria's Secret you've ever visited out of the water. www.aliceandastrid.com

As one of the fashion capitals of the world, London offers endless shopping opportunities. These are just a few of the hundreds of marvelous places I'd like to share after my summer abroad. Shopping can be truly exciting when you're exploring an unfamiliar city because you never know what you might discover.