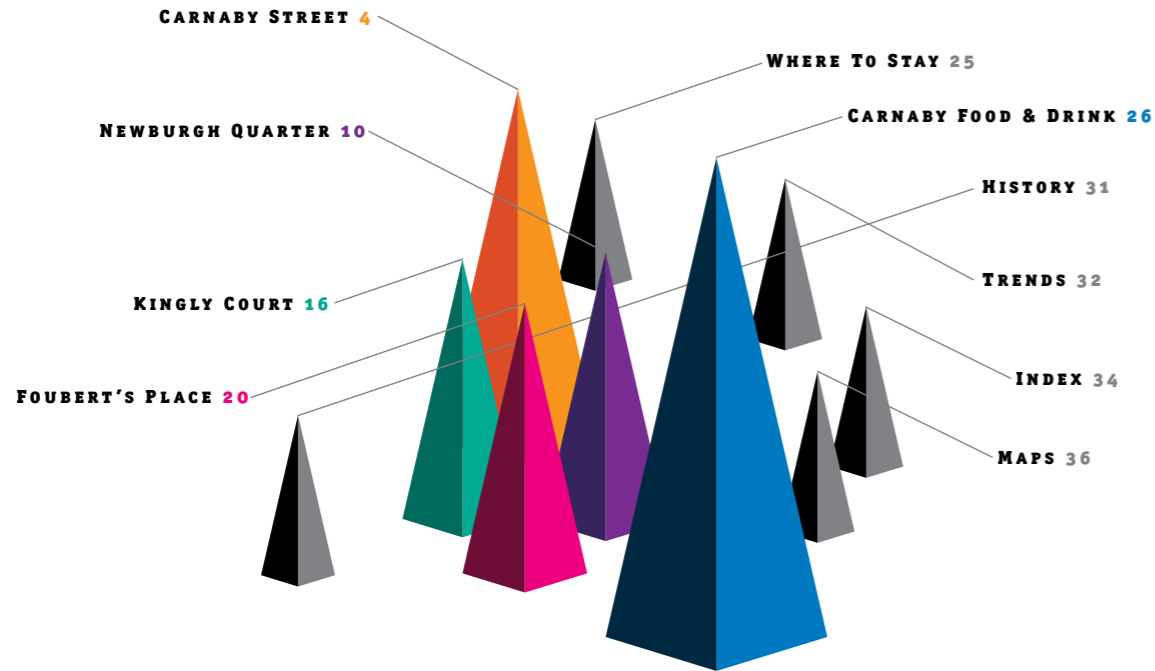


CARNABY ESSENTIAL GUIDE

A/W11

CONTENTS



INTRODUCTION

CARNABY IS KNOWN FOR UNIQUE INDEPENDENT BOUTIQUES, CONCEPT STORES, GLOBAL FASHION BRANDS, AWARD WINNING RESTAURANTS, CAFÉS AND BARS; MAKING IT ONE OF LONDON'S MOST POPULAR AND DISTINCTIVE SHOPPING AND LIFESTYLE DESTINATIONS.

STEP UNDER THE ICONIC CARNABY ARCH AND EXPERIENCE THE CREATIVE AND UNIQUE VIBE. THE STREETS THAT MAKE UP THIS STYLE VILLAGE INCLUDE CARNABY STREET, NEWBURGH STREET, MARSHALL STREET, GANTON STREET, KINGLY STREET, FOUBERT'S PLACE, BEAK STREET, BROADWICK STREET, MARLBOROUGH COURT, LOWNDES COURT, GREAT MARLBOROUGH STREET, LEXINGTON STREET AND THE VIBRANT OPEN AIR COURTYARD, KINGLY COURT. CARNABY IS LOCATED JUST MINUTES AWAY FROM OXFORD CIRCUS AND PICCADILLY CIRCUS IN THE CENTRE OF LONDON'S WEST END.

FIND OUT MORE ABOUT THE LATEST COLLECTIONS, EVENTS, NEW STORES, RESTAURANTS AND POP-UP SHOPS AT CARNABY.CO.UK.

CARNABY STREET

THE WORLD FAMOUS STREET – SHOWCASING CUTTING EDGE FASHION AND TRENDS. FIND EXCLUSIVE STYLES, ONE-OFF PRODUCTS AND NEW CONCEPTS FROM GLOBAL BRANDS AND INDEPENDENT RETAILERS.

AMERICAN APPAREL T:020 7734 4477
3-4 CARNABY STREET

Destination for the hip and the cool, offering perfect fit tees and vests, leggings and dresses, shorts and shirts.

BEN SHERMAN T:020 7437 2031
50 CARNABY STREET

World famous original Mod brand that opened their first store on Carnaby Street in 1964 and believes that 'Looking good isn't important, it's everything'.

BOOTS T:020 7734 6217
5-7 CARNABY STREET

For beauty products and essentials, including in-store pharmacy.

BOSS ORANGE T:020 7851 9370
9 CARNABY STREET

Experimental line from Hugo Boss with unconventional material mixes and contrasting patterns.

CONVERSE T:020 7287 4016
34 CARNABY STREET

Located above Size, this is the UK's only Converse standalone store, housing new designs and limited edition styles.

DAVID AND GOLIATH T:020 7434 9804
15 CARNABY STREET

Confessing to 'Making stupid stuff so you don't have to' which includes tees and vests for men, women and kids.

DIESEL FEMALE T:020 7434 3113
23-24 CARNABY STREET

Check out the first standalone Diesel Female store and the latest iconic campaign and brand new collections. A concept store not to miss.

DIESEL MALE T:020 7734 3052
25 CARNABY STREET

Discover new styles and exclusively launched collections at Diesel's first standalone Male store.

CARNABY.CO.UK

EASTPAK T:020 7734 0300
1 CARNABY STREET

The Carnaby Street store is the flagship for this iconic brand, and includes the complete accessories and luggage collections as well as apparel and special collaboration pieces.

FORNARINA T:020 7734 9720
30 CARNABY STREET

Eclectic and glamorous denim lifestyle brand, fusing tradition with innovation in womenswear.

GOLA CLASSICS T:020 7287 6577
40 CARNABY STREET

British heritage sports footwear brand showcases exclusive collaborations and styles in their only European store.

G-STAR RAW T:020 7494 4418
12 CARNABY STREET

Making eccentric combinations and maintaining authenticity by denim connoisseurs for denim connoisseurs.



FORNARINA



G-STAR RAW



BEN SHERMAN

EASTPAK



CARNABY STREET

CARNABY.CO.UK

HENRI-LLOYD T: 020 7287 7810
48 CARNABY STREET

Leisurewear collections including the new contemporary H L Denim Co collection.

HILFIGER DENIM T: 020 7734 2986
46 CARNABY STREET

Edgy and fashion forward casual diffusion collections from designer Tommy Hilfiger.

HOWIES T: 020 7287 2345
42 CARNABY STREET

Eco-friendly apparel brand with organic cotton denim and tees.

IRREGULAR CHOICE T: 020 7494 4811
35 CARNABY STREET

Eclectic shoe and fashion collections for women and men by designer Dan Sullivan.

LAMBRETTA T: 020 7437 7078
29 CARNABY STREET

Collections inspired and influenced by the original Italian scooter designs loved by the Mods of the 1960s to the generation of today.

LEE JEANS T: 020 7434 0732
13-14 CARNABY STREET

For time tested authenticity and definitive denim styles, including exclusive design collaboration collections.

LEVI'S T: 020 7287 0629
51 CARNABY STREET

Housing unique collaborations, exclusive launches, live music and installations. There is always something new.

MAKE UP STORE T: 020 7287 4769
32 CARNABY STREET

The first UK store for one of Scandinavia's leading cosmetic brands, with a vision to offer top quality products, extensive knowledge and unique inspiration.

MERC T: 020 7439 7750
10 CARNABY STREET

Since it first opened in Carnaby in 1967, Merc has been an iconic mod brand where style never fades and designs are sleek, sharp and stylish. Check out regular free music gigs.

MUJI T: 020 7287 7323
41 CARNABY STREET

Japanese lifestyle store with natural and simply designed homeware, stationary and fashion.

OFFICE T: 020 7434 2530
16 CARNABY STREET

Shoe heaven. His, hers, sports and on trend shoes.

PYLONES T: 020 7287 9164
28 CARNABY STREET

Fun, kitsch and quirky products from everyday items to cool gifts; from fashion accessories to interiors.

IN THE PRESS...

*WHICH IS YOUR FAVOURITE
LONDON STREET FOR SHOPPING?*

*"CARNABY STREET.
I LIKE THE POP-UP SHOPS THERE."*

Eliza Doolittle talking to ES Magazine
June 2011



HILFIGER DENIM



LAMBRETTA



OFFICE

LEE JEANS



CARNABY STREET

PEPE JEANS LONDON T: 020 7439 0523
26 CARNABY STREET

From Portobello Market in 1973, Pepe Jeans London has become Britain's most successful jeans brand with fashion forward and edgy collections.

PRETTY GREEN T: 020 7287 3122
57 CARNABY STREET

The clothing label founded and designed by Liam Gallagher. Launched first in Carnaby, the store offers both casual and premium tailored collections that deliver classic, British style.

PUMA T: 020 7439 0221
52 CARNABY STREET

Find exclusive collaborations and limited edition collections in Puma's lifestyle flagship store. So much more than a sports shop.

IN THE PRESS

"LONDON'S CARNABY STREET IS ONE OF THE MOST FASHIONABLE STREETS IN THE WORLD."

BBC, July 2011

REPLAY T: 020 7287 8192
44 CARNABY STREET

Italian denim and fashion label that stocks diffusion lines We Are Replay and Replay & Sons.

SIZE? T: 020 7287 4016
33 CARNABY STREET

Iconic sports shoe boutique that is always the first to showcase new and exclusive collaborations and designs by Adidas, Nike and Converse.

SLAM CITY SKATES T: 020 7287 9548
43 CARNABY STREET

Skateboard and streetwear collective found in the basement of WeSC, stocking the finest in skateboards, apparel and footwear.

SOCCERSCENE & RUGBYSCENE T: 020 7439 0778
56 CARNABY STREET

The UK's premier football shop, stocking a wide range of football and rugby kits along with sports accessories.

STORM T: 020 7437 1882
21 CARNABY STREET

Distinctive watches and design led fashion accessories with contemporary edginess.

CARNABY.CO.UK

THE KOOPLES T: 020 7734 8020
22 CARNABY STREET

British rock influenced French fashion brand for him and her, recently launched in Carnaby. As well as clothing, check out gothic inspired jewellery.

THE NORTH FACE T: 020 7734 9223
8 CARNABY STREET

Concept store offering an extensive line of performance apparel, equipment and footwear. Pushing the boundaries of innovation so you can push the boundaries of exploration.

VANS T: 020 7287 9235
47 CARNABY STREET

The original action sports footwear company grounded in youth, authenticity and individual styles, featuring the famous waffle trainer.

WESC T: 020 7287 9548
43 CARNABY STREET

The superlative conspiracy in the UK starts here. Look out for new apparel collections and the phenomenon of the WeSC headphones.



MERC

THE KOOPLES



PEPE JEANS LONDON



WESC



NEWBURGH QUARTER



DISCOVER THE NEWBURGH QUARTER; A STEP AWAY FROM CARNABY STREET AND A HUB OF UNIQUE CREATIVITY. COMPRISING OF NEWBURGH STREET, MARSHALL STREET, FOUBERT'S PLACE, GANTON STREET, LOWNDES COURT AND MARLBOROUGH COURT. YOU WILL FIND INDEPENDENT BOUTIQUES, CAFÉS AND LIFESTYLE BRANDS.

NEWBURGH STREET

BEYOND THE VALLEY T: 020 7437 7338
2 NEWBURGH STREET

Unique fashion and design collective showcasing innovative own label and emerging talent in fashion, interiors and accessories. Exhibitions are also regularly hosted.

BLAQUA T: 020 7434 3007
9 NEWBURGH STREET

Modern menswear tailoring with suits, shirts and separates for men who have a truly individual sartorial style. Paul Weller is a big fan.

CHATEAU ROUX T: 087 1200 3351
17 NEWBURGH STREET

Limited edition printed tees, jackets and accessories, with new vintage collection Mini Rocks.

FRED PERRY T: 020 7734 4494
12 NEWBURGH STREET

Iconic British heritage brand featuring new collections and collaborations.

HENTSCH MAN T: 020 7734 4494
8 NEWBURGH STREET

Find classic, tailored menswear with a preppy twist from this independent brand.

JOY EVERLEY FINE JEWELLERS T: 020 7287 2792
7 NEWBURGH STREET

Showcasing beautiful jewellery designs in a classic English setting. Also offering a bespoke design service.

FROM CONCEPT STORES TO CHIC EATERIES AND EXHIBITION SPACES, THIS DISCRETE CLUSTER OF COBBLED STREETS IS A MUST SEE FOR THOSE WITH AN EYE FOR CREATIVE INNOVATION.

LACOSTE LIVE T: 020 7734 3012
13 NEWBURGH STREET

The European flagship for the new Lacoste LIVE collection – a contemporary reinterpretation of the classic Lacoste code and DNA.

LEVI'S VINTAGE CLOTHING STORE T: 020 7287 4941
5 NEWBURGH STREET

In tune with Levi's ethos of authenticity, simplicity and quality, this store exclusively stocks the Levi's Vintage Clothing collection.

LOMOGRAPHY GALLERY STORE T: 020 7434 1466
3 NEWBURGH STREET

The destination store for the iconic analogue cameras and accessories. Do not miss the amazing Lomo-wall in-store and workshops.

HENTSCH MAN



BEYOND THE VALLEY



LEVI'S VINTAGE CLOTHING STORE



LACOSTE LIVE

NEWBURGH QUARTER

CARNABY.CO.UK

NO 6 BY ADIDAS T: 020 7734 9976
6 NEWBURGH STREET

One-off sports shoe gallery with exhibitions, exclusive collaborations and limited edition Adidas trainers.

ONITSUKA TIGER T: 020 7734 5157
15 NEWBURGH STREET

Flagship store for the cult Japanese sports brand, including exclusive apparel collections.

PECKHAM RYE T: 020 7734 5181
11 NEWBURGH STREET

Independent British designers of men's scarves and ties for that classic London look.

PYRUS T: 020 7434 4322
10 NEWBURGH STREET

Independent womenswear label presenting timeless contemporary pieces with a feminine vintage feel. Check out the ever changing art gallery space in the basement.

SAVAGE LONDON T: 020 7439 1163
14 NEWBURGH STREET

Iconic tees, tops and accessories for men and women.

MARSHALL STREET

BOB SOHO T: 020 7734 2444
36 MARSHALL STREET

Boutique hair salon with top stylists and luxury hair treatments.

CREATIVE BEADCRAFT T: 020 7734 1982
1 MARSHALL STREET

Wide selection of beads and accessories for jewellery making.

F-TROUPE T: 020 7494 4566
33 MARSHALL STREET

Showcasing the full men's and women's shoe and boot collections, all in F-Troupe's classic English styles. The 'Made in England' collection is available exclusively in the Newburgh Quarter boutique.

LASH PERFECT T: 020 7434 4554
35 MARSHALL STREET

Offering 'Everything for the eyes' treatments, products and expertise in a beautiful lash bar.

MARK POWELL T: 020 7287 5498
2 MARSHALL STREET

Iconic London tailor showcasing men's ready to wear suits, coats, shirts and ties as well as bespoke tailoring for both men and women.

MARSHALL STREET LEISURE CENTRE T: 020 7871 7222
15 MARSHALL STREET

The Grade II listed Marshall Street Leisure Centre has now re-opened with a state of the art gym and workout studios. Pop in for a swim in the original marble lined 30 metre pool.

PASTELLE 37 MARSHALL STREET

An independent boutique filled with unique French designers. Perfect for the woman with a certain 'Je Ne Sais Quoi'.

THE POWDER ROOM T: 0844 879 4928
34 MARSHALL STREET

A must visit for beauty needs, offering quick fixes and mini treatments in addition to more luxurious and indulgent offerings. A quirky vintage salon and the perfect party venue.

ONITSUKA TIGER



LASH PERFECT LASH BAR



PECKHAM RYE



LOMOGRAPHY GALLERY STORE

F-TROUPE



NEWBURGH QUARTER

CARNABY.CO.UK

[BARBOUR](#)

FOUBERT'S PLACE

55DSL

T: 020 7439 1300
30-32 FOUBERT'S PLACE

Fashion concept store with street wear styles and regular art installations and live music.

BARBOUR

T: 020 7434 3209
29 FOUBERT'S PLACE

This iconic British brand showcases Heritage collections for men and women based on designs inspired by their rich archives.

COWSHED

T: 020 7534 0870
31 FOUBERT'S PLACE

Luxury skincare from the spa at Soho House. Check out the treatment rooms for quick fixes and indulgent treats.

M.A.C

T: 020 7534 9222
28 FOUBERT'S PLACE

Experience the M.A.C pro shop for the latest make up collaborations and exclusive pro products.

MARLBOROUGH COURT

THE FACE

T: 020 7439 4706
1 MARLBOROUGH COURT

Original stockists of the mod brands including John Smedley and Fred Perry. A favourite of the '60s band The Small Faces and hip bands today.

GANTON STREET

MOR

T: 020 7287 7537
12 GANTON STREET

Using organic and natural materials, Mor handcraft their jewellery to create unique and distinctive pieces.

PEEKABOO VINTAGE

T: 020 7328 9191
2 GANTON STREET

First flagship store showcasing on trend vintage and designer vintage clothing and accessories for that unique and individual look.

THE GREAT FROG

T: 020 7439 9357
10 GANTON STREET

Get the rock star look at this renowned jeweller, which has been at the heart of Carnaby since 1972.

THE LINGERIE COLLECTIVE

T: 07894 906871
8 GANTON STREET

First store for this group of independent designers with a passion for exquisite lingerie, hosiery & accessories.

IN THE PRESS

"NEWBURGH STREET IS HIPPER THAN HIP."

Rolling Stone Magazine

COWSHED



"THE AREA COMPRISING OF CARNABY STREET, NEWBURGH STREET AND MARSHALL STREET – NEWBURGH QUARTER – IS AN INCREASINGLY CUTTING EDGE SHOPPING SPOT"

Time Out London Visitor's Guide 2011



THE LINGERIE COLLECTIVE



THE GREAT FROG



KINGLY COURT

CARNABY.CO.UK

A STUNNING OPEN AIR COURTYARD, ACCESSED FROM CARNABY STREET, BEAK STREET AND KINGLY STREET, HOUSING 30 INDEPENDENT FASHION AND LIFESTYLE BOUTIQUES ON THREE FLOORS. SHOP FOR ONE-OFF CREATIONS AND UNIQUE PRODUCTS, RELAX WITH A COFFEE AND PASTRY IN THE COURTYARD OR ENJOY LUNCH OR DINNER AT ONE OF THE 10 DISTINCTIVE CAFÉS, RESTAURANTS, BARS AND CLUBS.

ALL THE FUN OF THE FAIR

T: 079 0507 5017
2.8 KINGLY COURT

CARRY ME HOME

T: 020 7434 1840
2.9 KINGLY COURT

For cute and quirky knitted and hand sewn accessories, including in-store knitting classes.

Cute and cheeky babywear, childrenswear and accessories.

ATELIER MILLINERY

T: 020 7734 3848
1.7 KINGLY COURT

DARIMEYA

T: 020 7287 9362
1.8 KINGLY COURT

A one stop centre of style dedicated to lovers of headwear for all occasions; for both men and women. Check out the workshops to create your own pieces.

Chic and feminine dresses and jackets in limited edition collections with new styles every month.

BEXY LADY

T: 020 7287 8565
1.13 KINGLY COURT

Find unique styles and accessories by independent designers.

eCATWALK

T: 020 7734 3001
1.2 KINGLY COURT

The eCatwalk team scout out unique fashion from statement to investment pieces. We stock apparel from independent designers located all over the world.

CAMELLIA WORLD TEAS

T: 020 7734 9939
2.12 - 2.13 KINGLY COURT

Diverse range of natural tea blends which you can sit and enjoy with home baked food, or take away with you. A pretty and independent tea house.

FUR COAT NO KNICKERS

T: 078 1400 2295
2.15 KINGLY COURT

Discover exquisite vintage finds from 1920s to 1950s in addition to a new range of gorgeous original dresses from the eras. Includes a personal bridal service.

HAVAIANAS

T: 020 7734 0349
G4 KINGLY COURT

The iconic shoe brand that has an infectious sense of positive and democratic well being and truly represents Brazilian values. It's always summer with Havaianas!

IT'S SOMETHING HELLS

T: 07896 153491
2.16 KINGLY COURT

Retro boutique hair salon for cool Rockabillies and chic Hepcats by stylists Mr Ducktails and Miss Betty.

KATYAKATYA SHEHURINA

T: 077 8872 2296
2.10 KINGLY COURT

New independent womenswear designer with stylish and exclusive clothes and accessories.

MADE IN BRAZIL

T: 020 7734 0848
1.9 KINGLY COURT

Adding a touch of Brazilian sunshine in Kingly Court with striking and exclusive Brazilian labels for men and women.

HAVAIANAS



ATELIER MILLINERY



eCATWALK



KATYAKATYA SHEHURINA



KINGLY COURT

CARNABY.CO.UK

MARSHMALLOW MOUNTAIN
T: 020 7434 9498
65 KINGLY COURT

A collection of the finest vintage dresses, shoes, books, bags and jewellery.

MNINI
T: 020 7494 9086
1.12 KINGLY COURT

Unique and one-off fashion collections, interior accessories and gifts in this feminine boudoir.

REVIVAL
T: 077 2581 8842
2.11 KINGLY COURT

Revival retro boutique specializes in vintage style reproduction clothing. Beautiful tailoring, flattering lines, and classic styles to make any girl feel glamorous and special.

SOO LEE
T: 020 7383 3111
1.1 KINGLY COURT

Feminine, on trend design collections by Korean designer Soo Lee, known for gorgeous cocktail dresses, with signature bows, prints and ruffles.

STYLE SHOWROOM
T: 020 7734 9800
1.5 KINGLY COURT

Fashion studio showcasing new and exciting independent fashion and accessory labels.

SUGARLESQUE
2.3 KINGLY COURT

A luxury emporium filled with lingerie, corsets, hosiery and accessories for all of your boudoir needs.

THE BEAUTY LOUNGE
T: 020 7734 6161
1 KINGLY COURT

Boudoir beauty salon offering luxurious treatments including manicures, facials and make-up classes.

THINGS BRITISH
T: 020 7437 1402
1.11 KINGLY COURT

An innovative, contemporary new business designed to help and support British designer makers. It's a gallery, a museum and a fun place to socialise and learn about British craft.'

TRAFFIC PEOPLE MEN
T: 020 7287 6168
G3 KINGLY COURT

Sharp and casual menswear collections with preppy and retro influences.

TRAFFIC PEOPLE WOMEN
T: 020 7494 3903
G2 KINGLY COURT

Floaty silks and girly chiffon style collections with accessories and shoes.

TRIYOGA
T: 020 7483 3344
2.4 KINGLY COURT

Yoga studios offering small classes and one to one tuition.

WALK IN BACK RUB
T: 020 7436 9875
2.7 KINGLY COURT

Need a relaxing massage? Just walk in for a 10, 20 or 30 minute back massage.

WILLIAM AND GEORGE
T: 020 7734 8816
G12 KINGLY STREET

Classic men's shirt-makers and accessories label. Bespoke tailoring service available.

IN THE PRESS

"KINGLY COURT IS CARNABY'S COOL LITTLE COUSIN — A THREE FLOOR ENCLAVE OF YOUNG INDIE UPSTARTS AND QUIRKY BOUTIQUES."
Time Out London

TRAFFIC PEOPLE WOMEN



SUGARLESQUE



REVIVAL



FOUBERT'S PLACE

CARNABY.CO.UK

LINKING CARNABY STREET AND REGENT STREET, HERE YOU CAN DISCOVER A HOST OF INDEPENDENT BOUTIQUES AND BRANDS THAT CAN'T BE FOUND ANYWHERE ELSE.

AQUA WOMENS

T: 020 7734 1300
12 FOUBERT'S PLACE

Fashion forward and on trend collections. If you're looking for hardworking pieces with a nod to the future then come and visit this concept store.

BENEFIT

T: 020 7287 8645
9-11 FOUBERT'S PLACE

Beauty junky heaven. Kitsch and luxurious products keep this iconic San Francisco brand in vogue. Perfect for quick fixes in their treatment rooms too!

CAMPER

T: 020 7287 5988
5-7 FOUBERT'S PLACE

Innovative Barcelona inspired footwear with original designs.

DAHLIA

T: 020 7287 7117
8 FOUBERT'S PLACE

Independent British boutique filled with vintage inspired fashion pieces and accessories by designers Tracey and Leigh.

IFUKU

T: 020 7287 5700
21 FOUBERT'S PLACE

The original retro brand from Japan brings a bright mix of t-shirts and sweats, selvedge jeans and western shirts. Ifuku - meaning 'clothing' in Japanese.

JACK WILLS

T: 020 7434 2048
6 FOUBERT'S PLACE

Brand styled on British heritage and culture opens new concept store in Carnaby. Known for quirky product and fabric details reflecting the eccentric British style.

JOHNNY CUPCAKES

T: 020 7734 3347
10 FOUBERT'S PLACE

Cult American brand opens their first ever store outside of the USA - check out the iconic and quirky tees and accessories in the innovative interior.

JONES BOOTMAKER

T: 020 7734 2351
13-15 FOUBERT'S PLACE

Classic and contemporary styles from this established footwear brand.

LAZY OAF

T: 020 7287 2060
19 FOUBERT'S PLACE

Fun and catchy illustrations on tees, tops and accessories.

OLLIE & NIC

T: 020 7494 4214
20 FOUBERT'S PLACE

Beautifully designed accessories including handbags, purses and jewellery in this flagship boutique store.

PIXI

T: 020 7287 7211
22 FOUBERT'S PLACE

Iconic and award winning beauty products with skin treating ingredients. Indulge in a treatment instore or make-up masterclass.

SUPER SUPERFICIAL

T: 020 7287 7447
17 FOUBERT'S PLACE

Unique t-shirts with limited edition graphics by talented artists from across the world, all printed in London.



DAHLIA



LAZY OAF

BENEFIT



JOHNNY CUPCAKES

GREAT MARLBOROUGH STREET

CARNABY.CO.UK

ENERGIE

T: 020 7434 3060
30 GREAT MARLBOROUGH STREET

From the Miss Sixty design house, Energie is committed to innovation and experimentation of denim menswear.

LIBERTY

T: 020 7734 1234
GREAT MARLBOROUGH STREET

Iconic store with an expertly edited selection of fashion, accessories, jewellery, homewares, haberdashery, furniture and beauty.

MISS SIXTY

T: 020 7434 3060
30 GREAT MARLBOROUGH STREET

Fresh and funky styles for women including shoes and accessories. Also stocks fashion label Killah.

BEAK STREET

JUST OFF REGENT STREET, BEAK STREET OFFERS A GREAT MIX OF FASHION, FOOD AND SPECIALIST STORES.

ALBAM

T: 020 3157 7000
23 BEAK STREET

Following the philosophy of 'Modern Crafted Clothing', this British independent menswear boutique has grown to become the destination label for menswear.

NEW FRAMES

T: 020 7437 8881
25 BEAK STREET

Quirky and unique cards for all occasions in addition to a bespoke picture framing service.

SUKA

T: 020 7434 4354
47 BEAK STREET

Independent specialist boutique stocking the most advanced gentlemen's sporting brands, endeavouring to provide integrity and quality in both stock and service. The highest spec clothing, tailored to fit you, your style and your sport.

AQUA MENS

T: 020 7287 1200
35 BEAK STREET

Head to Aqua's menswear boutique for staple jersey basics with bold graphic prints, casual tailoring with unusual twists, expertly cut denim and luxe sportswear.

PLAYLOUNGE

T: 020 7287 7073
19 BEAK STREET

A unique concept store challenging the traditional notion that toys are just for kids; here everyone can join in playtime.

SWEATY BETTY

T: 020 7287 5128
21 BEAK STREET

Combining style and function has made this sports brand a favourite of image-conscious gym bunnies everywhere.

ILLAMASQUA

T: 020 3432 3274
20 BEAK STREET

First standalone store for this cult British beauty brand and includes the Illamasqua School of Make Up Art with a range of workshops.

STONE ISLAND AND CP COMPANY

T: 020 7287 7734
46 BEAK STREET

Utility and style are fused in this innovative design brand for both men and women.

YEAR ZERO

T: 020 7734 7727
37 BEAK STREET

Hand made in London, Year Zero uses iconic and cult images from the '60s and '70s to create their hip designs, silk screened onto tees and hoodies with elaborate details, a favourite with Beyonce.



AQUA MENS

SUKA



ALBAM



BOLONGARO TREVOR



SWEATY BETTY

BROADWICK STREET

CONNECTING SOHO TO CARNABY, THIS STREET INCLUDES THE SPIRIT OF SOHO MURAL; FEATURING EVERYTHING AND EVERYONE THROUGHOUT SOHO'S DIVERSE HERITAGE.

BOLONGARO T: 020 7287 1843
TREVOR 61-63 BROADWICK STREET

Cutting edge fashion and uber hip designs which can be found at the first store for this label including the 'Resurrection' vintage area.

CHINESE LAUNDRY T: 020 7287 0442
69 BROADWICK STREET

Hot shoe brand from LA with groundbreaking styles at the forefront of fashion footwear for young women.

LEXINGTON STREET

LUCY IN DISGUISE T: 020 7434 4086
48 LEXINGTON STREET

Delve into Lucy's wardrobe and hire or purchase beautifully selected vintage clothing from the 20's to the 90's, along with Lucy In Disguise's gorgeous vintage inspired own label collection. This unique store is created by celebrity sisters, Lily Allen & Sarah Owen.

VIVA T: 020 7287 8708
47 LEXINGTON STREET

Viva is one of the hottest independent hair salons in Soho. Their hand picked team of experienced and creative stylists offer you the latest and vintage looks at affordable prices.

KINGLY STREET

B STORE *Coming Soon*
21 KINGLY STREET

Conceptual space and flagship store with eponymous clothing, shoe and accessory collections.

BARBER'S POINT T: 020 7734 2429
7 KINGLY STREET

Men's boutique hair salon. Relax in the friendly atmosphere which now also offers shiatsu head massages.

DROP DEAD CLOTHING CO T: 084 5468 2033
8 KINGLY STREET

This new flagship boutique offers an eclectic range of jackets, tees and accessories for hip boys and girls.

UPPER PLAYGROUND T: 020 7734 8705
32 KINGLY STREET

Fusing fashion and art. Discover innovative apparel lines and contemporary street art.

WHERE TO STAY

SANCTUM SOHO HOTEL T: 020 7292 6100
20 WARWICK STREET

New luxury boutique hotel with rooftop terrace, fantastic restaurant, and 30 individually designed rooms. Situated just off Beak Street.

COURTHOUSE DOUBLETREE BY HILTON T: 020 7297 5555
19-21 GREAT MARLBOROUGH STREET

Situated in an old listed Magistrates Court, this luxury hotel is located at the north end of Carnaby Street. Enjoy dinner in what was once the original courtroom in the Silk restaurant.



SANCTUM SOHO HOTEL

LUCY IN DISGUISE



DROP DEAD CLOTHING

CARNABY FOOD & DRINK

CARNABY.CO.UK

CARNABY IS THE PERFECT LOCATION FOR RELAXED DINING AND ENJOYING DRINKS.

A UNIQUE URBAN RETREAT IN CENTRAL LONDON, WHERE A WIDE RANGE OF FANTASTIC, INDEPENDENT RESTAURANTS WITH MORE THAN 15 INTERNATIONAL CUISINES, TRADITIONAL ENGLISH PUBS AND CHIC BARS & CLUBS ARE GUARANTEED TO SATISFY ANY PALATE.

GANTON STREET

CHA CHA MOON T: 020 7297 9800
15-20 GANTON STREET

Take a culinary trip around China, Malaysia and Singapore at this noodle bar with outdoor dining space.

CIRQUE DU SOIR T: 020 7734 6766
15 GANTON STREET

Guests are treated with live circus performances which ranges from snake charmers and dwarfs, to contortionists and stilt walkers at this seductive club venue.

DEHESA T: 020 7494 4170
25 GANTON STREET

Spanish and Italian inspired dishes and charcuterie. Chic and relaxed tapas bar with private dining room available.

MANGOSTEEN T: 020 7434 9911
23 GANTON STREET

Casual yet traditional, this restaurant is perfect for authentic Thai dining.

MOTHER MASH T: 020 7494 9644
26 GANTON STREET

Sausage, pie, gravy and, of course, mashed potato in any mouth-watering combo that you like. Ultimate comfort food.

SACRED T: 020 7734 1415
13 GANTON STREET

Coffee is the obsession here, with speciality coffees sitting alongside the house roast, and live music and caffeine shots available in the evening. Offering traditional New Zealand hospitality.

THE DINER T: 020 7287 8962
18-20 GANTON STREET

A taste of America in this quintessentially British part of London. Hotdogs, shakes and cocktails make up the menu at this very cool hang out.

ZEBRANO T: 020 7287 5267
14-16 GANTON STREET

DJs spin the hottest tunes whilst chefs cook up the hottest dishes in this vibrant venue with extensive drinks menu to keep you partying 'til late.

EAT ALFRESCO STYLE ALL YEAR ROUND AT THE COURTYARD IN KINGLY COURT AND IN CARNABY'S FOOD QUARTER IN GANTON STREET AND KINGLY STREET.

KINGLY COURT

BUREAU T: 020 7494 4386
13 KINGLY COURT

Boutique style private members' bar and club.

CAMELLIA WORLD TEAS T: 020 7734 9939
2.12 KINGLY COURT

Diverse range of natural tea blends which you can sit and enjoy with home baked cake or take away with you. A pretty and independent tea house.

C'EST ICI T: 020 7439 1199
66 KINGLY COURT

Relaxed Brasserie serving European cuisine alfresco style. Don't miss the eye catching candy cakes.

CHA CHA MOON T: 020 7297 9800
KINGLY COURT

Take a culinary trip around China, Malaysia and Singapore at this noodle bar with outdoor dining space in the courtyard.

SHAMPERS T: 020 7437 1692
KINGLY COURT

Relaxed wine bar and restaurant serving delicious classic English dishes.

SACRED T: 020 7734 1415
KINGLY COURT

Take away or sit in coffee bar with outdoor garden area.

THE KINGLY CLUB T: 020 7287 9100
4 KINGLY COURT

Re-launched exclusive private members' club with a great vibe.

TWO FLOORS T: 020 7439 1007
KINGLY COURT

Popular bar for after work drinks with a great bar menu throughout the day.

WRIGHT BROTHERS T: 020 7434 3611
G7-G8 KINGLY COURT

New 3 floor restaurant from the renowned Wright brothers of Borough Market with Oyster bar, 'Raw Bar', open plan kitchen and alfresco dining in the courtyard.

FOUBERT'S PLACE

CARNABY BURGER CO T: 020 7287 6983
14-18 FOUBERT'S PLACE

An authentic, homemade taste of Carnaby including burgers, pasta and salads. Eat-in, take-away or delivery.

KUA 'AINA T: 020 7287 7474
26 FOUBERT'S PLACE

Based on the original restaurant on Hawaii's North Shore, serving handmade burgers and succulent chargrilled sandwiches alongside hearty salads and delicious organic cakes and low fat frozen yoghurt.

WRIGHT BROTHERS



CAMELLIA WORLD TEAS

CARNABY FOOD & DRINK

CARNABY.CO.UK

KINGLY STREET

AIN'T NOTHIN' BUT THE BLUES
T: 020 7287 0514
20 KINGLY STREET

London's Original Blues Bar with live music 7 days a week.

BLUE POSTS
T: 020 7734 1170
18 KINGLY STREET

Tempting organic roasts on Sundays as well as traditional food all week long in this popular London pub.

BOND AT TWENTYFOUR:LONDON
T: 020 7494 9835
24 KINGLY STREET

Space age interactive bar and club where the customer can create their own light sensitive backdrop to their night. Has to be seen to be believed.

CAFÉ POMODORO
T: 020 7734 3525
2 KINGLY STREET

Tasty snacks and sandwiches to eat in or take-away.

FORNATA
15 KINGLY STREET

A local Italian restaurant offering delicious authentic dishes from a wood fired oven and all day classic Italian cocktails and cicchetti.

MYUNG GA
T: 020 7287 9768
1 KINGLY STREET

Korean barbeque cooked at your table and delicious traditional cuisine.

RAMEN SETO
T: 020 7434 0309
19 KINGLY STREET

Enjoy Japanese noodles in an exotic and authentic setting.

RED LION
T: 020 7734 4985
14 KINGLY STREET

Welcoming, traditional British pub, that is popular with media locals.

RED ONION
T: 020 7287 6646
26 KINGLY STREET

Tasty lunch and dinner menus in this cosy Mediterranean restaurant.

THE CLACHAN
T: 020 7494 0834
34 KINGLY STREET

The Clachan has a reputation for its varied selection of well kept real ales and British food menu. Shoppers will find this pub a welcome refuge for drinks or food.

NEWBURGH QUARTER

ANTIDOTE
T: 020 7287 8488
12A NEWBURGH STREET

Enjoy tapas influenced fusion cuisine in a contemporary wine bar set over two floors.

GARDEN CAFÉ AND BAR
T: 020 7494 0044
1 NEWBURGH STREET

Local café offering fresh lunches and snacks.

MASALA ZONE
T: 020 7287 9966
9 MARSHALL STREET

Masala Zone is the result of a passion to present the real flavours of India. Innovative, causal and fun dining.

PATISSERIE VALERIE
T: 020 7734 9903
7 MARSHALL STREET

Exquisite handmade cakes, delicious continental breakfasts and lunches.

PITT CUE CO
Coming soon
1 NEWBURGH STREET

Barbecue, bourbon and beer.

THE SHASTON ARMS
T: 020 7287 2631
4 GANTON STREET

Traditional pub that is the best place for after work drinks with friends.

THE WHITE HORSE
T: 020 7494 9748
16 NEWBURGH STREET

Perfect for drinks after work with a great menu of classic British dishes served throughout the day.

LEXINGTON STREET

ANDREW EDMUNDS
T: 012 3456 7890
46 LEXINGTON STREET

Popular bistro serving modern European cuisine in an intimate atmosphere. Great alfresco street dining in buzzing Lexington Street.

AURA
T: 020 7494 0514
49 LEXINGTON STREET

Serving modern European cuisine in a relaxed atmosphere with alfresco dining in the beautiful courtyard garden.

MILDRED'S
T: 020 7494 1634
45 LEXINGTON STREET

A local hidden gem serving internationally inspired vegetarian food, made daily on the premises.

MRS MERANGO'S
T: 020 7287 2544
53 LEXINGTON STREET

Vegetarian café and cake shop, that is sister of the popular Mildred's vegetarian restaurant, offering a take away option for breakfast, lunch and afternoon tea.

CARNABY STREET

SHAKESPEARE'S HEAD
T: 020 7734 2911
29 CARNABY STREET

Traditional pub that has been in Carnaby since 1735. Tasty British food available all day.

FLATPLANET



KUA 'AINA



ANTIDOTE



CARNABY FOOD & DRINK

CARNABY.CO.UK

BEAK STREET

ALPHABET T: 020 7439 2190
61-63 BEAK STREET

Drinks from around the world in this chilled out venue, perfect for cocktails or lunch... or both!

BENJA BANGKOK TABLE T: 020 7287 0555
17 BEAK STREET

A casual, contemporary Thai eatery that offers popular Thai food found in any street of Bangkok, in this very stylish setting.

CANALETTO T: 020 7437 8597
34-36 BEAK STREET

Delicious fresh food including pasta, salads and sandwiches, perfect for lunch.

OLD COFFEE HOUSE T: 020 7437 2197
49 BEAK STREET

Traditional pub that is popular with locals and visitors alike.

POLPO T: 020 7734 4479
41 BEAK STREET

Critically acclaimed independent Venetian style bacaro, serving delicious small plate dishes which are simple and authentic. The newly launched Campari bar serves delicious cocktails in the basement.

PURE CALIFORNIA T: 020 7287 3708
39 BEAK STREET

Taste the Californian sunshine in this juice and health food bar.

SOHO PIZZERIA T: 020 7434 2480
16-18 BEAK STREET

Live jazz is a delicious side dish to the pizza and salad served in this trendy venue.

GREAT MARLBOROUGH STREET

FLATPLANET T: 020 7734 3133
39 GREAT MARLBOROUGH STREET

Offering wheat-free flatbreads with a variety of delicious toppings, perfect for a different lunch. Also check out the free music-gigs in the basement.

LEON T: 020 7437 5280
36 GREAT MARLBOROUGH STREET

The food here is naturally full of flavour, full of goodness, and cooked with seasonal ingredients. A great menu for breakfast, dinner and the bits in between.

BROADWICK STREET

JOE AND THE JUICE 65-67 BROADWICK STREET

Enjoy a fresh juice made in front of you from a wide range of ingredients. Choose from breakfast and lunch menus for a quick snack.

REFECTORY T: 020 7434 2276
74 BROADWICK STREET

Coffee shop, offering a selection of coffee roasts along with freshly made sandwiches. Free wifi & free cash back also available.

TAPAS BRINDISA T: 020 7534 1690
46 BROADWICK STREET

Enjoy relaxed dining and traditional Spanish fare, where rare and creatively sourced ingredients add a special touch to the traditional tapas menu.

LOWNDES COURT

SPEAKEASY ESPRESSO AND BREW BAR 3 LOWNDES COURT

Extracting and brewing some of the best coffees available and serving them to the fine people of London, along with seasonal food.

CARNABY HISTORY

FROM THE EARLY 19TH CENTURY THE CREATIVE INDUSTRIES THRIVED AND BOHEMIAN LIFESTYLE WAS EMBRACED IN THE AREA WITH ITS CLOSE PROXIMITY TO LONDON THEATRES, GALLERIES, WEST END SHOPS AND SAVILE ROW TAILORS. THE 1960S SAW CARNABY BECOME THE EPICENTRE FOR SUB YOUTH CULTURES AND THE CATALYST FOR MUSIC HERITAGE INCLUDING JIMI HENDRIX, PAUL MCCARTNEY, THE SMALL FACES, THE KINKS, THE ROLLING STONES AND THE SEX PISTOLS.



THE 21ST CENTURY SEES CARNABY'S STREETS CONTINUE TO BE KNOWN FOR UNIQUE INDEPENDENT BOUTIQUES IN ADDITION TO GLOBAL FASHION BRANDS, AWARD WINNING RESTAURANTS AND BARS. MORE THAN 60% OF THE 135 SHOPS IN THE AREA TODAY ARE INDEPENDENT, WITH NEW DESIGN TALENT AND CONCEPTS NURTURED IN KINGLY COURT AND THE NEWBURGH QUARTER.

THE LIMITED EDITION 50TH ANNIVERSARY BOOK 'CARNABY STREET 1960-2010', RECORDS CARNABY'S EXCITING SARTORIAL PAST THROUGH THE STYLE TRIBES OF THE MODS, GOTHs, ROCKERS AND PUNKS. AVAILABLE TO BUY AT CARNABY.CO.UK

A/W 11 TRENDS FROM THE CARNABY EXPERTS

TAKE A LOOK AT THE A/W 11 TRENDS AS STYLED BY THE GUEST STYLISTS AT CARNABY CATWALK.

FUTURE MOD

STYLED BY SARAH OWEN, KIM NOLAN AND HAYLEY NUNN AT LUCY IN DISGUISE.

FUTURE MOD. 60'S LONDON MEETS FUTURISTIC FETISHISM.

More looks can be viewed in the Carnaby Catwalk Lookbook at carnaby.co.uk. All clothes are available from Carnaby Stores.

Photos by Bob Chen.



COLLAGE

STYLED BY NOVA DANDO

THE COLLAGE TREND TAKES ITS INSPIRATION FROM MAXI LAYERING AND MULTI TEXTURES. USING A MISMATCH OF PATTERNS, CUTS AND DETAILS. NOVA DANDO TAKES CARNABY'S FASHION COLLECTIONS AND TURNS THEM ON THEIR HEAD.



FOLK BOMB

STYLED BY JOHN WILLIAM

HAND CRAFT GOES BOOM. THIS MAY BE FOLK BUT IT'S ANYTHING BUT TWEED. A COLLISION OF COLOURS, CULTURES, ETHNICITIES AND ATTITUDES. IT IS A MODERN MULTICULTURAL VISION OF FOLK INTERPRETED WITH A SENSE OF LONDON STREET SWAGGER. HERITAGE GOES PSYCH. EMBELLISHMENTS, NEEDLEWORK AND BEADS.

GREAT BRITISH HERITAGE

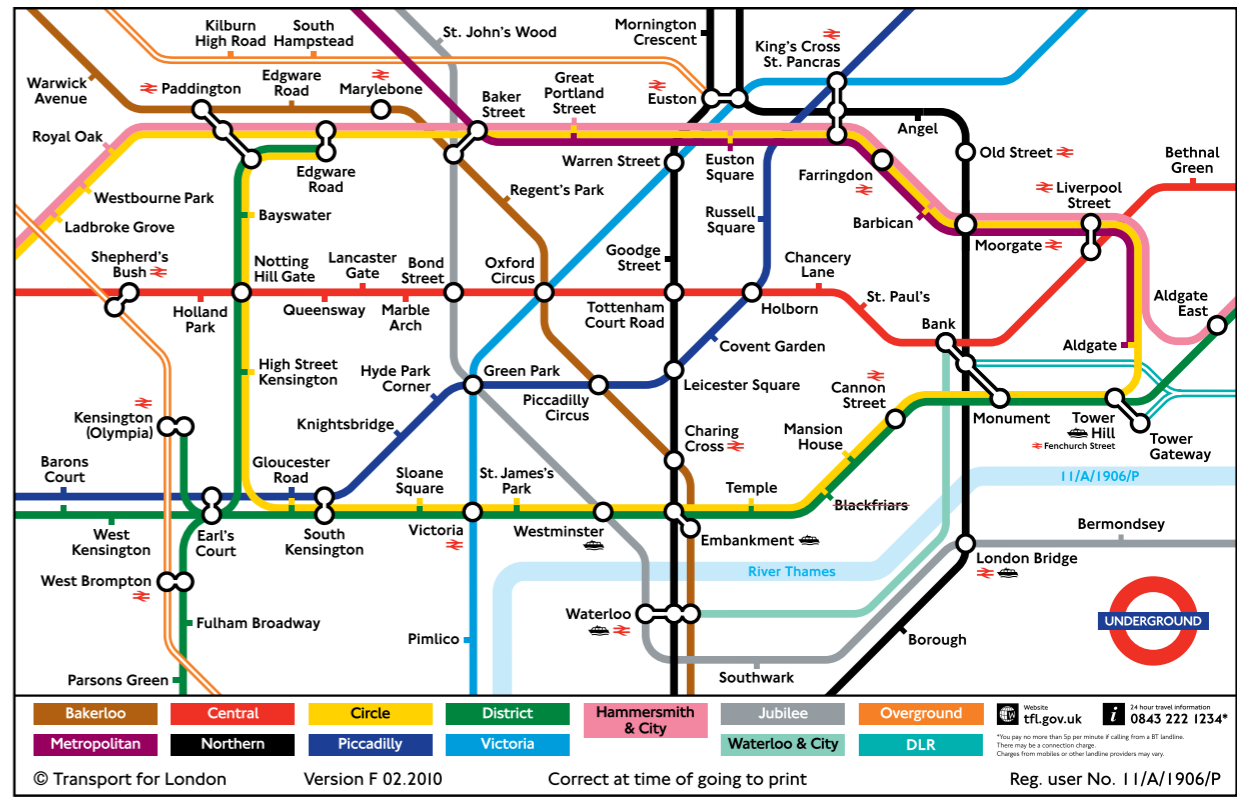
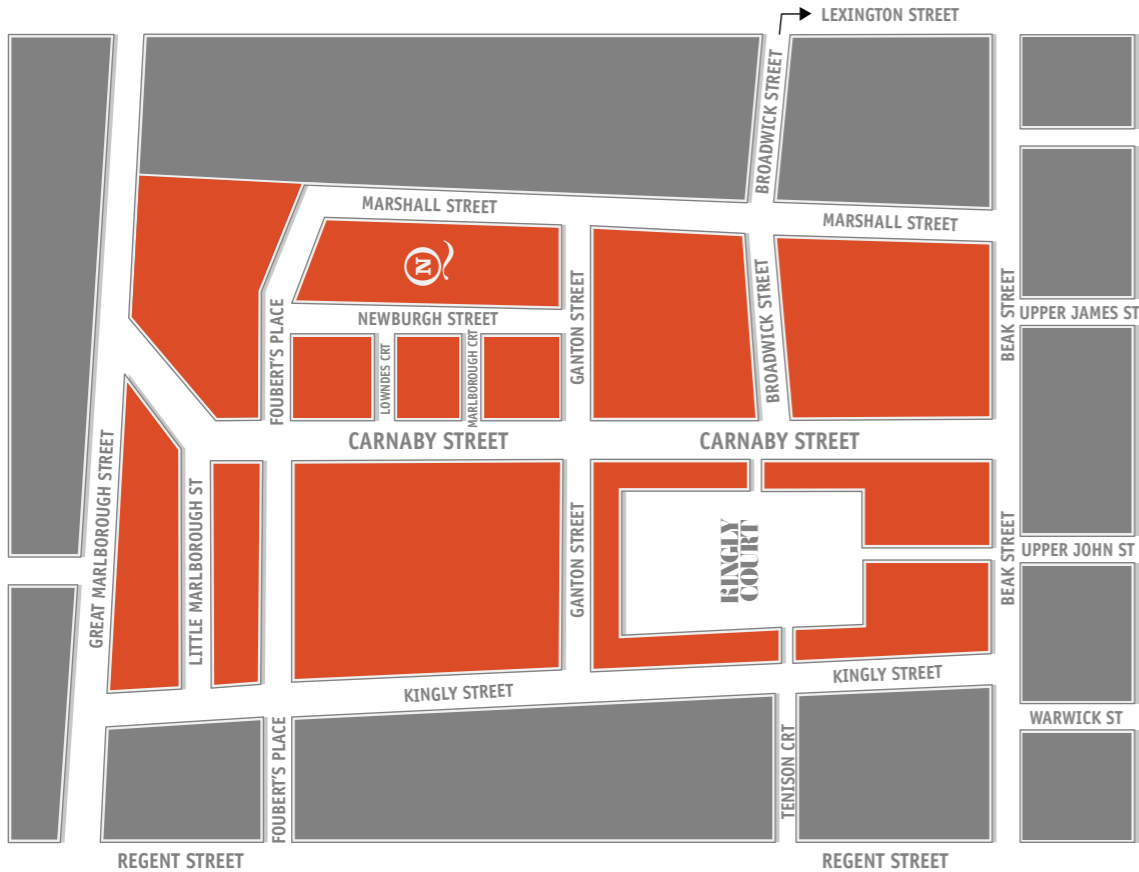
STYLED BY EMMA FREEMANTLE.

GREAT BRITISH HERITAGE INFLUENCED BY THE WORLD, WITH ELEMENTS OF DICKENSIAN.



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LATEST EVENTS AND PROMOTIONS AT CARNABY.CO.UK**