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**Map**

# st james's and mayfair

In this exclusive hub of private clubs, royal academies and ultra rich residences, the shopping is haute, the dining scene exquisite and the nightlife vibrant. However you'd like to dispose of your discretionary income, you certainly can do it here (and you'd be wise to check the dress code before queuing up to get in anywhere). Even a cursory cruise through the smart streets of St James's and Mayfair reveals that Michelin stars, chauffeured cars and royal warrants are in abundance. Still, this exceptionally well-connected swath of central London is at the very least worth wandering around, even if you're on a tightly budgeted itinerary. Situated beside some of London's loveliest parks and home to its prettiest garden squares, most historic shops, world class galleries and famed thoroughfares, the area grants rare access to the goings-on of upper crust English society as well as a window to the daily affairs of the globally affluent.



- 1 Alfred Dunhill's Bourdon House Barber
- 2 Berry Bros & Rudd
- 3 Cecconi's
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- 5 Drake's
- 6 Fortnum & Mason
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# ALFRED DUNHILL'S BOURDON HOUSE BARBER

*Gentlemen's grooming*

2 Davies Street (W1K 3DJ) / +44 (0)20 7853 4440  
dunhill.co.uk/the-homes/london/#the\_barber / Closed Sunday

Just off Berkeley Square, The Duke of Westminster's former home today houses not only Dunhill's flagship store in London but also their club, Alfred's. Within this splendid property the barbershop is a personal highlight, although I admit a drink in the courtyard garden is pretty high on my list, too. Jay, the resident barber is a traveler. Of South American descent, he lived in Singapore for years and now calls London home and as such you can talk to him about, well, anything (and in various languages). You'll be offered a cup of tea or coffee while your hair is cut or your beard trimmed, and any products used will be the old-school likes of D.R. Harris (pg 15). It's wonderful to escape to an oasis of yesteryear like this every so often.

# BERRY BROS & RUDD

*Cellars deep beneath St James's*

3 St James Street (SW1A 1EG) / +44 (0)20 7022 8973 / bbr.com  
Closed Sunday

This shop is British vintner history in bricks and mortar. For over 300 years this family-run business has supplied London with wine and, at its outset, with coffee. The giant scales used to weigh the coffee beans (still there to this day), were also used to weigh the well-heeled gentry back then. Since the days of King George III, these merchants have supplied the Royal Household and still carry two royal warrants (for Her Majesty The Queen and His Royal Highness Prince Charles), as well as being able to serve the likes of you and me with a highly impressive range of wines, ports and spirits. I once had cause to make apology to a Scottish lord, for a missed dinner, and a bottle of whisky from the very distillery closest to his home certainly helped. Berry Bros & Rudd came to my rescue.



## CECCONI'S

*Venetian hospitality*

**5A Burlington Gardens (W1S 3EP) / +44 (0)20 7434 1500**  
**cecconi.co.uk / Open daily**

Found by walking through the Burlington Arcade from Piccadilly, behind the Royal Academy of Arts, this Italian restaurant is always fun, at any time of day, any day of the week. Cecconi's brought a little bit of Italy to London back in 1978, and still the gorgeous, plush green chairs and the Venetian food allow you to escape the city for an hour or two, or more. You could actually stay here all day, as breakfast is served from 7am and they stay open until 1am. I love the chicken liver crostini with onion chutney, followed by the fresh buffalo ricotta ravioli. Or you can nibble on cicchetti, savor the delicate sea bass tartare, or tuck into beef tagliata with wild chicory.

## D.R. HARRIS & CO. LTD

*Toiletries for the gents*

**29 St James's Street (SW1Y 6AY) / +44 (0)20 7930 3915**  
**drharris.co.uk / Closed Sunday**

Only in recent times did I discover this old perfumery, but they've been in St James's since 1790. Started by a surgeon, Henry Harris and a chemist, Daniel Rotely (D.R.), the shop has long been used by the Royal family and the gentry of the area. It was Jay, my barber at Alfred Dunhill's Bourdon House (pg 12), who first used their Crystal hair cream on me (described as a "fixative – no oil or grease") and I must say I go nowhere without it now. This is a splendid shop with loads of practical things once found in traditional pharmacies on every high street.



# DRAKE'S

*Handmade ties of distinction*

**3 Clifford Street (W1S 2LF) / +44 (0)20 7734 2367**  
**drakes-london.com / Closed Sunday**

I used to find it a challenge to track down quality menswear accessories that were nicely different from the standard, mass-produced items on the high street. That is, until I came across my first pocket square by Drake's. England's largest independent producer of handmade ties actually started out in 1977 as a provider of quality scarves, with an ethos that "true luxury is indeed the comprehension of quality". Still going strong today, they produce the most striking array of neckwear and even offer a bespoke tie range. They have extended their range to include clothing but I especially like their cufflinks and belts. My absolute favorite item is their shoe-horn made from Scottish stag antler and ox horn.



# FORTNUM & MASON

*Teas, preserves and hampers galore*

**181 Piccadilly (W1A 1ER) / +44 (0)20 7734 8040**  
**fortnumandmason.com / Open daily**

How does one go about describing an institution that's been around since the early 1700's and continues to supply the finest hampers in the land? Between Piccadilly and Jermyn Street, Fortnum's window displays always raise a smile. Whether it's during the Wimbledon Championship, Christmas or the Queen's Jubilee, Britishness is celebrated in its most glorious traditions here. The ground and lower ground floors are a grocery store par excellence, ideal for some picnic treats or souvenirs and gifts. There are two products that make my Christmas list every year: the Fortnum & Mason hampers – wicker baskets stuffed with all sorts of goodies including their teas, cakes and biscuits, or cheeses, pâtés and wines – and the honey from the beehives on the rooftop, overlooking St James's and Mayfair.

RECOMMENDED BY  
**SIMON THOMPSON**  
BRAND & CLIENT SERVICES DIRECTOR,  
FORTNUM & MASON



## G.J. CLEVERLEY & CO.

*A bespoke shoe institution*

28 Old Bond Street (W1S 4SL) / +44 (0)20 7493 0443  
gjcleverley.co.uk / Closed Sunday

In the midst of the hubbub of Mayfair, side-tracking off Bond Street into the Royal Arcade, some things simply haven't changed for years. I love that! Here, in the first floor workshop, you can still witness the making of some of London's most exceptional shoes. The original George Cleverley passed his business onto George Glasgow and John Carnera, who continue taking on apprentices themselves, ensuring that the tradition that shoed the feet of Winston Churchill, John Gielgud and Laurence Olivier, is still thriving today. Don't forget to select a few brightly colored pairs of socks to complement both of your individually made-to-measure shoes – yes, each shoe made precisely to fit each foot, because "no-one has a pair of feet".



## LOCK & CO. HATTERS

*The world's oldest hat shop*

6 St James Street (SW1A 1EF) / +44 (0)20 7930 8874  
lockhatters.co.uk / Closed Sunday

No sooner do you discover one 300-year-old, family-run business around here, when another comes along. This is the UK, after all: everywhere you step is steeped in history. And this institution is endearingly representative of Britishness. Having provided headwear to the likes of Admiral Lord Nelson (he of Trafalgar Square) and Charlie Chaplin, this is the oldest hat shop in the world. It's quite something to think that it was established when the West End was being newly developed in the 17th century. Ever since Lock & Co. Hatters has moved with the times and today provides traditional, functional pieces as well as new fashions for both men and women, with everything from tweed hats and riding caps to cloches and fedoras.