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Where to Wear London

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Where to Wear 2006

**LONDON
SHOPPING GUIDE**

THE INSIDER'S FASHION BIBLE

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Jill Fairchild, Gerri Gallagher : Where to Wear London before purchasing it in order to gage whether or not it would be worth my time, and all praised Where to Wear London:

14 of 14 people found the following review helpful. A fashionista's must-have!By A CustomerIf you love shopping, or if you know someone who does, get this book. It's a great little guide to all THE best shops in London, from designer boutiques, to outlets, department stores, through to groovy little thrift markets.This has certainly made my retail-therapy sessions a lot easier! The best part is that you can look up a street in the index, and find out all the shops on that street. SUCH a good idea. I looked up King's Road, and found I could buy everything there from a wedding-dress to a used biker jacket. Now, when I marry a Hell's Angel, I'm all set.It takes all the legwork out of shopping. And the reviews are smart, wittily written, and tell you everything you need to know.Now you need never be intimidated by snooty shop assistants ever again. When they say bitchy things to you, like, "Does madam need a size larger? Only we don't seem to stock one. Maybe two sewn together?" you can come STRAIGHT back with something like, "This is your third outlet, isn't it? Hmmm. I wonder why they didn't choose you to run the bigger branch..."A small victory, but it matters.I've never been prompted to write a review before, but this is such a cool little book. If this doesn't help you look like a supermodel - you need your reading-glasses fixed. (And this book will tell you where to do that, too.)You can get guides to other shopping paradises, too - from New York, San Fran and Paris. I daren't even look, or I know I'll be blowing my shopping money on plane tickets.Genius.2 of 2 people found the following review helpful. I just didn't use it enoughBy Amy OlsonIf your trip to London is purely about shopping, then I would suggest this book. There is sooo much shopping in London, it can get bogging. However, I was there 8 days and that was not even enough time to see the sights I wanted to see, let alone shop. I did minimal shopping while in London because I was just so tired and my feet hurt so bad. I did flip through this book for Camden Town Markets and it had some info (very little) on that. This book is laid out more for if you know the store you want it will tell you where to find it. There is also a smaller section orgainzed by areas of London and what shops you can find there. There are no maps in this book so you'll need your own map if you are not familiar with the area. It also had very small sections on places to eat within the various shopping places. The size is not too large, but not tiny. You can carry it with you but in a larger size purse or bag. I would suggest foregoing this book if the main purpose of your London trip is NOT shopping. Otherwise, go for it!

Any fashion follower knows that London is a style mecca and home to some of the most fresh and artistic designers in the world. The 2006 edition of Where to Wear shows visitors where to begin and Londoners where to go next. We describe over 600 different clothing and accessories stores, ranging from the global celebrity names of Bond Street and Sloane Street to out-of-the-way treasure house that only the locals know about. You'll find the best British designers, including Paul Smith, Nicole Farhi and Betty Jackson, along with a host of brilliant vintage stores, and coverage of funky neighbourhood markets. Cool Britannia.

"...easy to use and as wisely organized as a website...an essential information source for anyone shopping anywhere." -- Financial Times Dec. 1, 2001"From Lacroix to Levis, WHERE TO WEAR answers all the questions any shopper could ever have." -- Fashion designer Michael Kors, Nov. 1, 2001About the AuthorWhere to Wear is run by three partners. Jill Fairchild launched the first book (New York) in 1999 and founded the company, Gerri Gallagher and Julie Craik joined the company two years later to develop Where to Wear into a global brand. Where to Wear now has three head offices; New York, London and Sydney, Australia. There are currently nine books in the series covering fourteen cities worldwide with more launches planned for 2007.