

Shopping & Style

London's consumer passions Edited by Dan Jones

Why this is London's best shopping street

Everyone knows Shoreditch rules when it comes to cutting-edge style. Now the formerly shabby Redchurch Street has sharpened up its act and is attracting the hipster hordes. **Katie Dailey** discovers its attractions. Photography **Craig Deane**

Less than five years ago, Redchurch Street was little more than a forgotten back alley. But the past few years have seen it become the epicentre of a new luxury quarter, anchored by private members' club Shoreditch House and The Boundary Project, Conran's smart hotel, bar and restaurant. Stylish boutiques, quirky independent shops and coffee houses give the area a slick, Tribeca feel, but a measure of East End grit and creativity survives, with small galleries to keep the YBAs happy, and a smattering of vintage shops at the Brick Lane end.

1 Caravan

As one of Redchurch Street's first new residents, Caravan helped redefine the street with its eccentric vintage-style homewares and gifts. Look out for restored furniture, chintzy teapots, hand-drawn wallpapers, toadstool lamps, jewellery and lipstick pens.
3 Redchurch St, E2 7DJ (7033 3532/www.caravanstyle.com). Shoreditch rail. 11am-6.30pm Tue-Fri, 10am-6pm Sat, Sun.

2 Penny University

Not so much a café as a retail outlet and highfalutin concept store for the Square Mile Coffee Roasters Company, which is aiming to bring filter coffee back in vogue. Work on your caffeine buzz at the shared, sushi-like bar.
4 Redchurch St, E2 7DJ (www.pennyuniversity.co.uk). Shoreditch rail. 9am-5pm Mon-Fri; 10am-4pm Sat, Sun.

3 Aesop

Botanical beauty shop from the Aussie luxury skincare brand. Our tip: try the geranium leaf body balm and product kits inspired by poets.
5a Redchurch St, E2 7DJ. (7613 3793/www.aesop-europe.com) Shoreditch rail. 11am-7pm Tue-Sat, 10-4pm Sun.

4 Sunspel

The first, and really very lovely, retail outlet of classic British menswear makers Sunspel, specialising in quality underwear, T-shirts and polo shirts. They claim to have introduced boxer shorts to the UK too. But we'll forgive them.
7 Redchurch St, E2 7DL (www.sunspel.com). Shoreditch rail. 11am-7pm Mon-Sat; noon-6pm Sun.

5 Hostem

Darkly lit, hip new menswear boutique with a well edited selection from the likes of Philip Lim and Ann Demeulemeester.
41-43 Redchurch St, E2 7DL (7739 9733/www.hostem.co.uk). Shoreditch rail. 11am-7pm Tue-Sat; noon-5pm Sun.

6 Maison Trois Garçons

After their popular concession at Dover Street Market, the three chaps behind the jewel and taxi-dermy-encrusted restaurant of the same name have recently opened this rather decadent interiors shop.
45 Redchurch St, E2 7DJ (7613 1924/www.lestroisgarcons.com). Shoreditch rail. 11am-7pm daily.

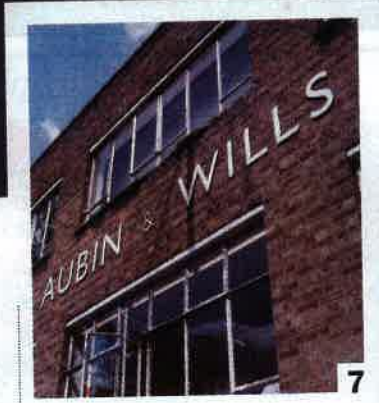
7 Aubin & Wills

An example of how brands are taking advantage of the new media cachet of Redchurch Street and making it their own, the Aubin & Wills concept store (rumoured to be the brand's most





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successful) houses a small luxury cinema, capacious shop, and the Aubin Gallery run in association with British artist Stuart Semple. 64-66 Redchurch St, E2 7DJ (3487 0066/www.aubincinema.com). Shoreditch rail. 10am-7pm Mon-Sat; 11am-5pm Sun.

8 The Painted Lady

Cute hair salon specialising in vintage style up-dos, with a nail bar that offers great value manicures on a Saturday. 65 Redchurch St, E2 7DJ (7729 2154/www.thepaintedlady.com). Shoreditch rail. 11am-8pm Mon-Fri; 11am-6pm Sat; noon-5pm Sun (nail treatments Sat only).

9 Labour and Wait

The large new premises of the much-loved Cheshire Street homewares shop is due to open in August in a converted Truman Brewery pub. 85 Redchurch St, E2 7DJ (www.labourandwait.co.uk). Shoreditch rail.

10 Sick

A grungy thrift shop, run by the founders of cult 1980s label Boy, which

specialises in '90s vintage (if you can call it that). The store also sells a good selection of restored bikes, and is shortly to open a fashion 'laboratory' in the basement. Whatever that is. 105 Redchurch St, E2 7DL (7033 2961). Shoreditch rail. Noon-8pm daily.

11 Cowshed Spa

An open-to-all annexe of Shoreditch House offering beauty treatments for ladies and gents in luxe surrounds. Shoreditch House, Ebor St, E1 6AW (7749 4531/www.cowshedonline.com). Shoreditch rail. 9am-9pm Mon-Fri; 9am-8pm Sat; 10am-7pm Sun.

12 11 Boundary

A womenswear boutique with an Ibiza-luxe feel about it, with floaty bits from Day Birger et Mikkelsen, T-shirts from Wildfox and tailoring from Twenty8Twelve. 11 Boundary St E2 7DL (7033 0330/www.11boundary.com). Shoreditch rail. 10am-7pm Tue-Fri; 10am-8pm Thur; 10am-4pm Sun.

13 Idea Generation Gallery

Glossy space holding impressive private views and public exhibitions with a modern photographic bias. 11 Chance St, E2 7JB (7749 6850/www.ideageneration.co.uk). Shoreditch rail. 10am-6pm Mon-Fri; noon-5pm Sat, Sun.