

SHOP WEST END

MEDIA RELEASE

For Immediate Release

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West End Fast Facts

- Bond Street, Oxford Street and Regent Street form the largest concentration of retail in Europe and together boast four miles of shopping streets.
- London's West End has over 600 retailers, 120 of which are international brands and 95 of which are flagship stores.
- 80 new retailers have opened in the West End in the past three years.
- There are over 200 bars, cafes and restaurants in London's West End.
- Every year, the West End welcomes over 200 million visitors (more than the populations of Germany, France and the UK combined), making it one of the most popular tourist attractions in the UK.
- Of tourists to the West End, 50% are international and 50% are domestic (from elsewhere in the UK).

Shopping in the West End: Like Nowhere Else

WEST END RED CAPS – Look out for West End Red Caps – the “Meeters and Greeters” of the West End. This band of cheery chaps will be on hand to answer shoppers’ questions on directions, where to shop, plus tips on where to eat and relax in the summer sun.

PERSONAL SHOPPING – Here to make shopping a breeze...take advantage of high-touch personal shopping services at stores across London's West End – these are people trained in the art of successful shopping and are the best in the UK so make sure you seek them out! Stores offering varying types of personal shopping services include: Debenhams, John Lewis, Browns,

Liberty, Selfridges, Fenwick, House of Fraser, Aquascutum, Top Shop, Hamleys, Gap, Waterstone's, Jaegar, Austin Reed, Hugo Boss, Monsoon & Accessorise.

LIGHTEN YOUR LOAD (CUSTOMER COLLECTION POINTS) – Laden down with bags but not shopped out? The following stores across the West End are some of those who offer drop off points where you can pay-now-pickup-later type services: Selfridges (Collect by Car), Gap, Hugo Boss, John Lewis, Waterstone's (Collect Later Service), Marks and Spencer (Car Service), Habitat.

HOME DELIVERY SERVICES – If you're shopped out and instead fancy some après shopping fun in the West End's bars and restaurants, why not arrange for home delivery? Some stores will deliver direct to your hotel room or your home doorstep. Such stores include: Hamleys, John Lewis, Liberty, Waterstone's (Post Abroad Service), Debenhams, House of Fraser, Fortnum and Mason, Selfridges (Delivery to Hotel and Home Delivery), Top Shop, Monsoon & Accessorize, Marks and Spencer. *(Note – restrictions and costs may apply – contact retailers directly)*

Apres Shopping in London's West End

BEAUTY SPOTS – If you're all shopped out or looking for a relaxing summer pampering session, seek out the beauty treats on offer across the West End, including: Bloww, Elemis day-spa, Equilibrium (art-deco salon and spa in Austin Reed), Regis Salons at House of Fraser and Debenhams, Fenwick (Blink Eyebrow Threading and Express Waxing, Beauty Studio), Nails Inc at Top Shop, Selfridges (Skin Health Spa, Spray Tanning, Men's Salon, Health Spa by Cobella, Groom, Estee Lauder Brow Bar) and Michaeljohn.

PIT STOPS – For a refuel mid-shop, hunt out the West End's hidden gems for dining and relaxing, such as Heddon Street (stylish food quarter off Regent Street), St Christopher's Place (eclectic dining offer just off Oxford Street), Lancashire Court (charming courtyard of top class restaurants), or the Parisian café culture of South Moulton Street. And don't forget to explore the culinary, as well as the retail, delights in the following stores: Selfridges (over 19 bar and eateries to choose from), House of Fraser (café Zest and Café Nero), Habitat (Nouveaute café), Joe's at Fenwick, Nicole's at Nicole Farhi, Armani, DKNY, Hamleys, Liberty (Tea Room or Art Bar Café), Topshop Kitchen. And only a few minutes away from the West End's world-renowned shopping

streets are the Hyatt Churchill and the Langham Hotel – perfect places to head for summer cocktails.....

For further information and to plan your trip to the West End, log on to: www.newwestend.com

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FOR FURTHER INFORMATION CONTACT RAIN UK – MARIANNE BLAMIRE OR MICHELLE LOWERY ON: ON 00 44 (0)20 7222 4345 OR EMAIL: MICHELLE.LOWERY@RAINCOMMUNICATIONS.CO.UK

Notes to Editors:

New West End Company is the elected voice of the West End business community, representing businesses in Bond Street, Oxford Street and Regent Street – London's premier shopping and leisure destination. www.newwestend.com/corporate

Further Information

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