Situated in southwest London, Chelsea and King’s Road are some of the city’s most popular destinations for lodging and shopping. Though it used to be considered London’s bohemian haven – as the birthplace of the Swingin’ London period and the punk movement – investment bankers and celebrities now call Chelsea home. With their rich décor and five-star service, ritzy accommodations from The Draycott and the San Domenico House are sure to make any visitor swoon. The recently opened Saatchi Gallery has been making worldwide waves with 70,000 sqft. of décor and five-star service, ritzy accommodations from

**Boutique**

1. **AUSTIQUE**
   330 KINGS ROAD SW3 5UR / 44 (0)20 7376 4555
   A highly regarded shop featuring a host of supremely feminine labels that are new to or little known in the U.K.

2. **BAMFORD & SONS**
   31 SLOANE SQUARE SW1W 8AG / 44 (0)20 7881 8010
   Bamford’s flagship store has three floors of luxury menswear, boyswear, travel accessories and hard-to-find gadgets. For hungry shoppers there is also the excellent Daylesford organic basement café.

3. **BEN DE LISI**
   40 ELIZABETH STREET SW1W 9NZ / 44 (0)20 7730 2994
   Ben de Lisi is a London-based designer that creates elegant, glamorous eveningwear and bridal dresses. He’s a red carpet favorite amongst socialites and celebrities alike.

4. **CABBAGE & ROSES**
   3 LANGTON STREET SW10 6JL / 44 (0)20 7352 7333
   An oh so British stock of gorgeous, handmade clothing and homewares. Known for its hand-printed linens.

5. **COLLETTE DINNIGAN**
   26 CALE STREET SW3 3OU / 44 (0)20 7589 8897
   Collette Dinnigan is an Australian designer whose eponymous shop sells a range of elegant, lacy clothes, shoes and handbags.

6. **HOSS INTROPIA**
   7 KING’S ROAD, SW3 4RR / 44 (0)20 7352 4572
   Hoss Intropia makes putting a killer outfit together look almost too easy with their unique hand beading and embroidery, and exclusive prints for every occasion.

7. **IGLOO**
   227 KING’S ROAD, SW3 5EJ / 44 (0)20 7352 4572
   Igloo is an intimate boutique with an assorted mix of clever and affordable products for both children and their parents.

**Concept Store**

8. **THE SHOP AT BLUEBIRD**
   350 KING’S ROAD SW3 5UJ / 44 (0)20 7351 3873
   The Shop at Bluebird on London’s Kings Road is housed in a spectacular space, which was formerly the Bluebird Food Market. The Shop at Bluebird aims to be an ‘evolving concept store’ with a constantly rotating stock, with everything from women’s, men’s and children’s wear to vintage interiors and architecture books. Here you can find your favorite denim brands amid designers like Erdem, Peter Jensen and Vanessa Bruno.
9. TRILOGY
33 DUKE OF YORK SQUARE, SW3 4LY / 44 (0)20 7730 6515
Known for its exceptional personal service, Trilogy offers in-store style sessions where the staff can style you from head to toe or just help you find the perfect pair of jeans from top denim brands like 7 for All Mankind, True Religion, and Current Elliott (just to name a few). They'll even spoil you with champagne if you stick around long enough.

10. PETER JONES
38 SLOANE SQUARE, SW1W 8EU / 44 (0)20 7730 3434
Peter Jones offers over seven floors of superb shopping, including a long list of clothing and accessories brands, an extensive beauty department, as well as antique and interiors selection. There are also two restaurants for hungry shoppers.

11. ANONYMOUS BY ROSS + BUTE
328 KING'S ROAD, SW1 5HH / 44 (0)20 3006 6220
A British womenswear brand known for its feminine, lace-trimmed knits, complemented by easy-to-wear dresses tops and trousers.

12. HUGO BOSS
35-38 SLOANE SQUARE, SW1W 8AS / 44 (0)20 7259 1240
This store carries a combination of the Hugo Boss sub-brands: Boss Selection, Boss Black, Boss Orange, Boss Green and Hugo, as well as the corresponding shoes and accessories.

13. PAUL SMITH
84-86 SLOANE AVENUE SW3 3DZ / 44 (0)20 7589 9139
Paul Smith is the indisputable king of British fashion. Youthful but elegant, quirky but classic, it is an assortment of sharp plain suits for men and women, set off by inspired prints and flashes of color. Not to be missed.

14. APPLEY HOARE
30 PIMLICO ROAD SW1W 8LJ / 44 (0)20 7730 7070
A fine line of chic French antiques run by a mother and daughter team, Appley and Zoe Hoare. They specialize in early 20th century zinc and arras garden furniture.

15. CHELSEA ANTIQUE MIRRORS
72 PIMLICO ROAD SW1W 8LS / 44 (0)20 7824 8024
Chelsea Antique Mirrors, as the name would suggest, specializes in mirrors from the 18th and 19th centuries.

16. DESIGN CENTRE
CHELSEA HARBOUR / 44 (0)20 7225 9169
This is an interior designer's paradise with a number of suppliers all housed under one roof (or rather 3 glass domes); including paint manufacturers, fabrics outlets and bespoke furniture designers.

17. DESIGN HOUSE STOCKHOLM
205 KING'S ROAD SW3 5ED / 44 (0)20 7352 8403
Design House Stockholm is a stylistically pure Scandinavian environment offering a range of clothing and housewares that are both simple and useful, while offering two focal points of Nordic design.

18. DESIGNERS GUILD
287-277 KING'S ROAD SW3 / 44 (0)20 7351 5775
This flagship store is a Mecca for luxury home furnishings, with a stunning selection of tableware, furniture, rugs and accessories, as well as home components including fabrics, wallpaper, upholstery, carpets and even paint. In addition to its own products, they sell goods from Ralph Lauren, Cath Kidston, Jasper Conran and William Yeoward.

19. GEORGE SMITH
587 KING'S ROAD SW6 2EH / 44 (0)20 7384 1004
George Smith furniture only uses the finest natural raw materials, with many of the styles still based on original designs. All pieces are built by hand, continuing with traditions of classic craftsmanship developed by generations past by.

20. GORDON WATSON
28 PIMLICO ROAD / 44 (0)20 7259 0555
A longtime London antiques dealer with top-of-the-line, albeit pricey, finds.

21. HABITAT
208 KING'S ROAD, SW3 5XP / 44 (0)20 8444 9911
While the trendy look of Habitat is slightly less Scandinavian modern (compared to Ikea), there is still a contemporary but warmer feel to this interiors chain.

22. HEAL'S
234 KING'S ROAD, SW3 5UA / 44 (0)20 7349 8411
Heal your home with modern, designer and contemporary furniture, homewares, lighting, accessories and gifts found at Heal's.

23. LLOYD LOOM
20 PIMLICO ROAD SW1W 6LJ / 44 (0)20 7730 6574
A vast selection of furniture made in the weave tradition, using highly durable twisted paper and steel Lloyd Loom fabric.

24. NICOLAS HASLAM
12 HOLBORN PLACE SW1 8NL / 44 (0)20 7730 8623
A luxe interior boutique that is one of the most consistently exciting home shops in London. A must visit.

25. OSBOURNE & LITTLE
304-306 KING'S ROAD, SW3 5HU / 44 (0)20 7352 1456
Osborne & Little has rightfully earned its reputation for being a prominent name in fabric and wallpaper design thanks to its top-notch quality and style.

26. TALISMAN
79-91 KING'S ROAD SW3 / 44 (0)20 7731 4866
Talisman's King's Road store consists of three floors of the label's idiosyncratic approach to design, located within a stunning art deco building.

27. WILLIAM YEOWARD
270 KING'S ROAD, SW3 5AW / 44 (0)20 7349 7828
Expanding beyond delicate crystal ware, the William Yeoward brand has developed into a diverse collection of furnishings available for every corner in your home.

28. ZUBER
42 PIMLICO ROAD SW1W 8LP / 44 (0)20 7824 8265
Zuber specializes in a range of high-end, hand printed wallpaper.

SPECIALTY
29. DONNA IDA
106 DRAYCOTT AVENUE SW3 3AE / 44 (0)20 7225 3816
Donna Ida is a dedicated denim boutique stocking a constantly evolving line-up of the top denim labels from across the globe, including Stella McCartney, J Brand, Acne, Made in Heaven, Rock & Republic and the list goes on and on.

30. JO MALONE
150 SLOANE STREET SW1X 9BX / 44 (0)870 192 5121
This boutique offers the entire Jo Malone range of beautifully crafted fragrances.

31. LONDON SOLE
6 ELLIS STREET SW1X / 44 (0)20 7730 3771
This boutique offers a range of signature ballet flats in a myriad of styles and colors. Everything from muted browns and sequins to animal prints are on colorful display.

32. LUCIEN PELLAT-FINET
51 ELIZABETH STREET SW1W 9PP / 44 (0)20 7259 9995
Avant-garde French cashmere featuring a wide range of graphics. One of the first brands to bring skulls to mainstream fashion.

33. MANOLO BLAHNIK
49-51 OLD CHURCH STREET SW3 3BS / 44 (0)20 7352 8622
The ultimate address for luxe footwear whose name has become synonymous with Sex and The City's Carrie Bradshaw, the heroine who put “Manolos” on first name basis with the world.

34. PARFUMS DE NICOLAI
101 A FULHAM ROAD SW3 6RH / 44 (0)20 7581 0922
An unusual range of perfumes from Patricia de Nicolai, a descendant of Pierre Guerlain. In addition to perfumes for the body exists a range of gorgeous glass and china perfume diffusers.

35. PHILIP TREACY
69 ELIZABETH STREET SW1W 9PJ / 44 (0)20 7730 3992
Known as a true headpiece artist, Phillip Treacy’s creations are more like sculptures as iconic as the women who don them and are (quite literally) fit for the Queen. Treacy counts the late Isabella Blow as one of his most avid fans and regularly collaborates on the ready-to-wear shows of a myriad of designers.

36. THIS WORKS
18 CALE STREET SW3 3UQ / 44 (0)20 7584 1887
100% natural plant oils are the inspiration behind This Works’ bath and body oils, burning essences and accessories. Using only the finest raw materials including high altitude lavender sourced from the south of France and geranium from China, all products are preservative, petrochemical and GM free, and hand blended at a 30% concentration to boost their therapeutic qualities.

37. WILD AT HEART
54 PIMLICO ROAD SW1W 8LP / 44 (0)20 7229 1174
Each bloom at Wild at Heart is of a very high quality and always meticulously selected. The ultimate in floral shops.