

IN & AROUND

ST CHRISTOPHER'S PLACE

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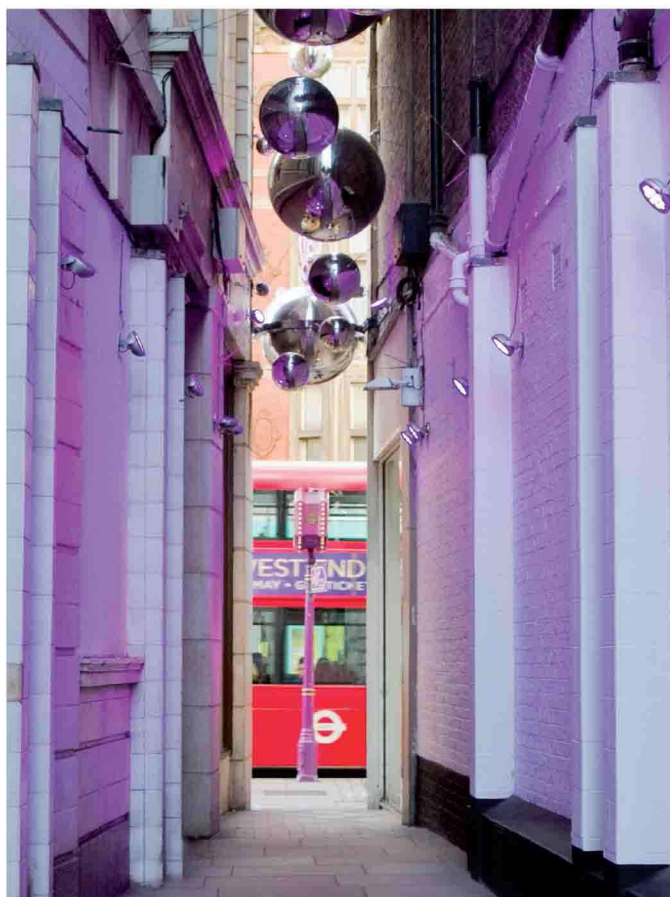
Photography: Jonathan Pryce and Brendan Bell

A buzzing quarter nestled between Oxford Street and Marylebone, St Christopher's Place offers a perfect balance of shopping and dining in true cosmopolitan style.

Look out for the landmark purple clock as you walk along Oxford Street and you'll suddenly discover the entrance to St Christopher's Place - home to an eclectic mix of shops, boutiques, restaurants and bars in London. Framed by pedestrianised streets, this unique shopping destination is home to some of Britain's best brands including the Whistles flagship store and Mulberry's oldest boutique.

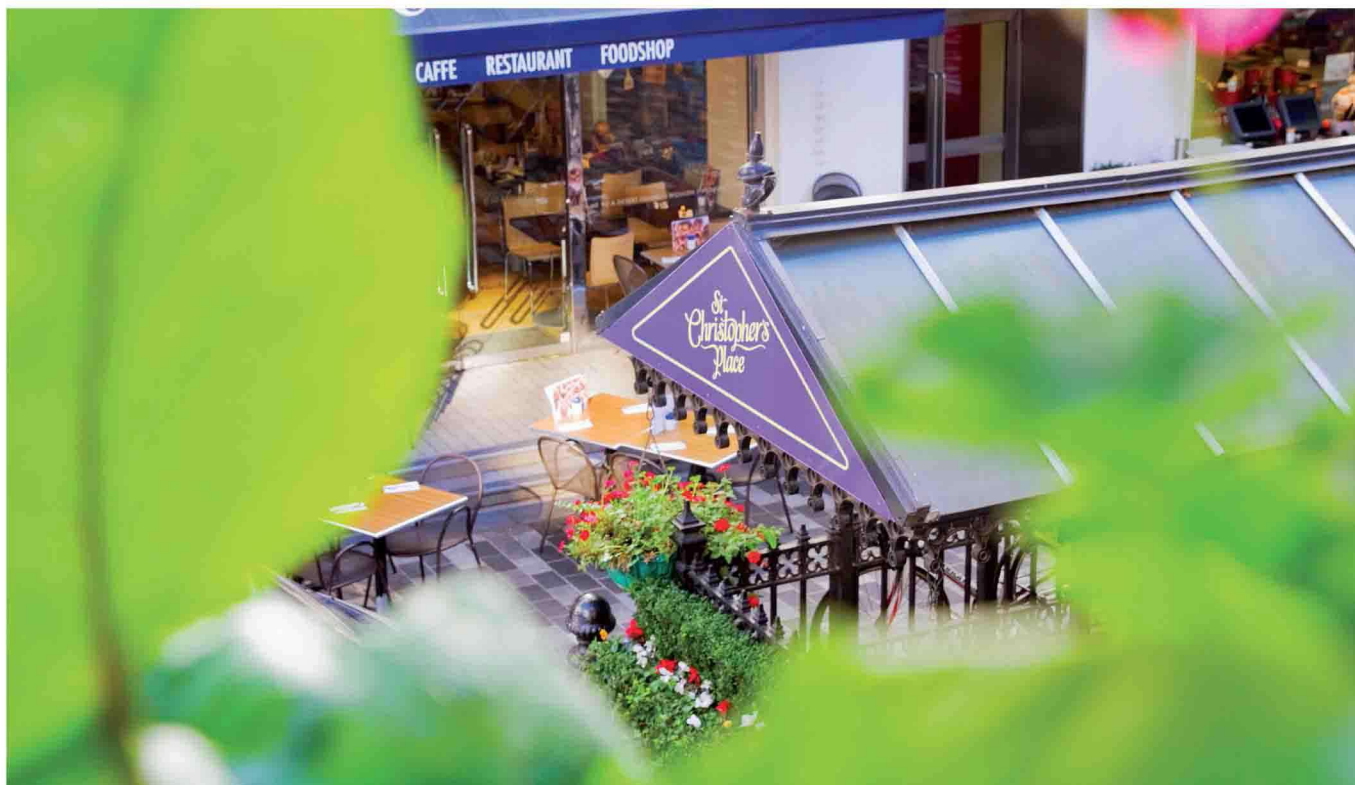
Dating back to the 18th Century, St Christopher's Place was previously known as Barretts Court and became the go-to place for trades such as lampmaking, drapers and bookmakers. Thereafter, Oxford Street originated as a vibrant hub for retail and culture in the 19th Century. As time progressed, the idea of a smaller shopping quarter alongside Oxford Street became more popular. A property developer began what we now know as St Christopher's Place, creating the unique all-day dining and retail experience that is available in the area.

St Christopher's Place sits at the heart of the West End between Selfridges and Bond Street Station, and features 28 restaurants and 31 shops (many with outdoor dining), including Mulberry, L'Occitane, Jigsaw, Busaba Eathai, Carluccios and more. The area has welcomed a variety of new restaurants and shops this year, including Sri Lankan dining experience Hoppers, hat makers Christys', Euphorium bakery, Japanese restaurant Bone Daddies



Above: The landmark purple clock sits at the entrance to St Christopher's Place on Oxford Street.

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and Turkish restaurant Yamabahçe.

The area is renowned for its diverse food, coffee and cocktails. With nearly 30 restaurants and cafés, many with outside dining, there's a cuisine to suit every palette. Visitors can sample authentic Italian at Carluccios, roasted coffee at The Workshop or hop to Cocochan for a pan Asian feast.

To continue a buzz around the quarter, St Christopher's Place holds consumer-facing activations throughout the year to engage Londoners, local workers and tourists alike. For Summer 2017 the area hosted Summer Tastefest, a three-day celebration of summer dining, which tapped into the latest trend of destination micro-festivals and featured pop-ups. There was live music and vibrant offerings by shops and restaurants on the street.

'St Christopher's Place is a hidden treasure trove of fantastic

boutiques and is the perfect oasis away from the frenzy of Oxford Street, but due to its prime Central London location attracts a wide array of different shoppers from tourists to local residents. I think that the area has its own character and offers a distinctive shopping experience whilst still being in the heart of London's retail centre,' says Justin Rhodes, founder and creative director of belt specialist Elliot Rhodes that has a store in the quarter. 'Having already established two thriving stores in Covent Garden and Sloane Square we were looking for a retail environment that would in some way mimic the boutique style and vibe of both of these locations whilst at the same time being in a prime retail location. St Christopher's Place really did tick the box.'

Looking to the future, St Christopher's Place will execute the third instalment of a floral installation in 2018, which will celebrate the emerging spring fashion season. The activation will include engaging visitor experience and retailer involvement and will feature a never-seen-before installation with a homage to British art and culture.

'As one of London's best-loved meeting places, we continue to optimise St Christopher's Place with new flavours of food and drink, a variety of retail shops and seasonal pop-up activations to offer unique and engaging experiences for visitors,' says Margaret Newman, general manager of St Christopher's Place. 'Next year, we are excited to created a show-stopping floral installation and are looking forward to seeing what 2018 brings forth. **RF**



Above: St Christopher's Place features 31 shops and 28 restaurants, many with outdoor dining space.