



*\*above: The Crowson and Monkwell collection: Wellington chair upholstered in plush ruby astrakhan.*

*\*right: One of London's 'leading lights': William Yeoward's spectacular Icicle chandelier.*

## Cool Britannia Rules Getting that London Look

**After decades of stuffy chintz, the Brit capital is swinging like it did in the Beatle-starred sixties. A vibrant contemporary art scene, Ibiza street culture and clean-lined modernist interiors – here's where to grab what's hot.**

Stroll London sidewalks and you can feel the buzz. The air is rife with exotic aromas and beneath a skyline defined by Norman, Lord Foster and architectural acolytes, material girls bare jewel-studded midriffs and their male alter-egos boast big tattoos.

But if Ibiza culture has hit the city's streets, in striking contrast the tone of the Capital's home emporiums is resolutely 'Cool Britannia' and it's innovative design that rules the kingdom's waves.

Vector of the city's stunning renaissance, London's Design fair, a forum for contemporary design ideas launched in 1995, has had a major influence on the city's key stores and designer-owned outlets.

Zandra Rhodes' vanilla-pink Fashion and Textile museum (designed by Ricardo Legorretta), whose stunning debut exhibition showcased 70 of the 20th, and 21st century's most respected and influential designers, is more – flamboyant! - proof of the city's renewed outlook - and even Harrods, that bastion of British conservatism, has got in on the act: opening a contemporary furniture section and improvising itself gallery for a sale of works ranging from Warhol to Picasso.

The news is out: after years swathed in chintz, the city of tradition has got individual vision. From the snooty Kings road to trendy Carnaby street; chic Covent Garden to hip Camden Lock, London is swinging like it did in the sixties and whether it's the Conran stores (Terence, or Jasper's) Damien Hirst's new restaurant or the work of zen-inspired Kelly Hoppen, the symbiosis of art, furniture and fashion is de rigueur and Brit 'eccentricity' is firmly back in vogue.



## ROYAL ZONE

Royal borough Kensington, Chelsea and Notting Hill are the conurbations key up market shopping areas. Kensington Church Street is the place for antiques; Cath Kidston's homeware store is a must-stop address in Notting Hill, and Portobello, the collectables market which hit screens alongside Hugh and Julia, is the venue for local color.

But with talented creators like David Gill and Christian Liagre opening boutiques, HRH's nephew, David Linley taking up residence, and stores like Paul Jones, Designers Guild and William Yeoward's on site, it's the King's road - where King Charles II met up with luscious Nell, and a few centuries later Mary Quant launched her miniskirt - that's one of Britain's top rendezvous for interior design.

## WILLIAM YEOWARD

Considered one of London's leading creative forces, Yeoward launched his own line of sophisticated fabric, furniture and lighting designs in 1988.

A Yeoward wonderland, the Kings road boutique showcases the ex-antique vendor's dexterous manipulation of old, and new, in antique glassware, dramatic lighting and stunning contemporary furniture.

**William Yeoward**  
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\*Heals is a real Londoner's address

### CROWSON MONKWELL

Crowson's have come a long way since 1889 when it was a general store selling jute and tarpaulin. Spread over two floors the London-based retailer has combined with sister company Hill & Knowles, to offer an exciting range of furniture and accessories, plus a dazzling range of 12000 fabrics and wallpaper combinations.

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# Design & Architecture

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## DESIGNERS GUILD

Established in 1970 this award winning company works with outside artists and sells its stunning furnishing, fabrics, upholstery and bed and bath collections worldwide. The London outlet is an exhilarating platform for recent collections.

### Designers Guild

267-71 Kings Rd, SW3  
[www.designersguild.com](http://www.designersguild.com)

## STREET STYLE CAMDEN LOCK

Host to rock legends like The Stones, and Hendrix, Camden's raw mix of music, style and lively street scene have made it a breeding ground for happening creativity.

Set round its waterways like a miniature Amsterdam, the market is a plethora of boutique shops. Here's a selection:

**50's Design:** Check out the Horse Hospital (where injured horses were doctored): 40 units sell antiques, accessories and designer furniture from the 50's on.

**Flower Power:** Janice Issit's delicate petal mirrors and blossom-packed picture frames can be found at the indoor craft market.

**Well Hung:** for a colorful selection of hammocks check out Well Hung's store in the West Yard area. [wellhunghammocks.com](http://wellhunghammocks.com)

**Iron Age:** 'Phat Lizard' store in The Stables stocks an inventive range of hand crafted steel furniture

*\*Attention to detail and meticulous craftsmanship are Yeoward's signature: Balloon table and Pavane side chair at his Kings Road store.*



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\*above: **Camden Lock:** a miniature Amsterdam.

\*left: **Flower power:** Janice Issit's hand-crafted mirrors and picture frames.



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\*Crowson Monkwell's line of accessories include these luminous Java bowls, made of natural capiz shell

**CITY SLICK.**

Tottenham Court road is one of London's busiest shopping streets; with a range of chic home emporiums it's also a great designer source.

**HABITAT**

Simple, striking design, cool global furnishings and a constantly evolving furniture collection are the hallmark of this chain of stores run by design autodidact, Tom Dixon.

**Habitat**

196 Tottenham Court Rd, W1  
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[www.habitat.net](http://www.habitat.net)

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