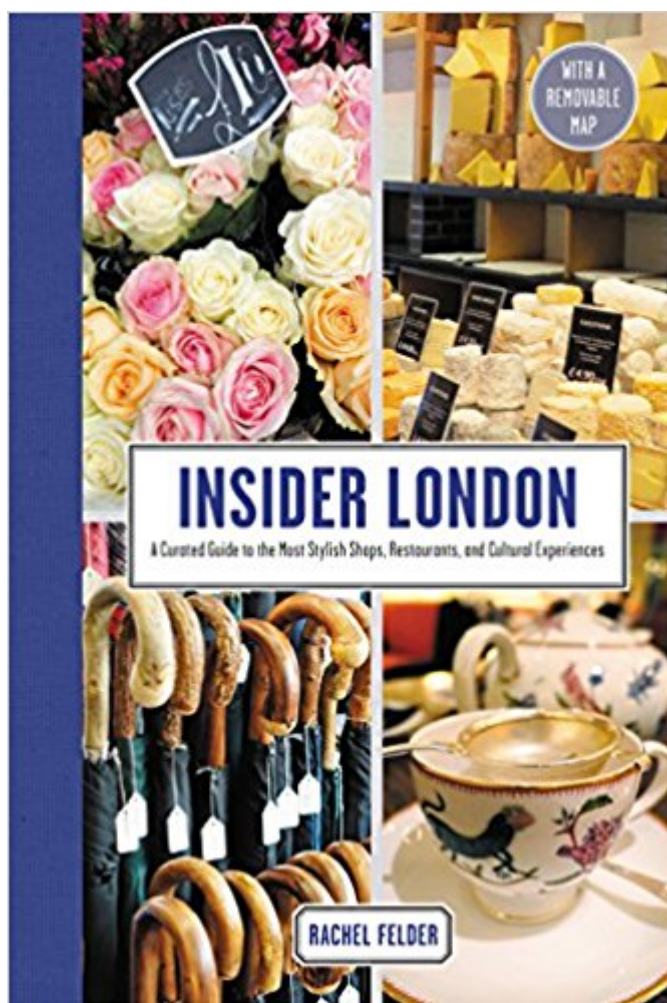


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# Insider London: A Curated Guide To The Most Stylish Shops, Restaurants, And Cultural Experiences



## Synopsis

Sophisticated shopping and travel expert Rachel Felder, the author of *Insider Brooklyn*, takes you deep into the heart of the world's most visited city—London—with her painstakingly curated selection of 200 not-to-be-missed destinations—major retailers, specialty boutiques, hotels, cultural venues, restaurants, cafes, and bars—hundreds of colorful photographs, a specially commissioned illustrated map, and an index of listings. In the past decade, London has consistently been the world's top destination among international travelers, including nearly nineteen million visitors in 2015 alone. In this beautifully designed, practical, and portable compendium, Rachel, a widely published journalist specializing in fashion, beauty, travel, and trends, takes you on a unique, personalized tour of the city that is her second home. *Insider London* is, in essence, Rachel's very own little black book, an annotated guide to the best of the city: heritage businesses and upstart boutiques, established and burgeoning neighborhoods, from Mayfair to trendy Shoreditch, and filled with essential information only a savvy Londoner would know. The coverage includes: City Essentials—Hotels, Museums and Galleries, Parks and Open Spaces, Live Music Venues, and Theaters—Shops—Department Stores, Clothing and Fashion Accessories—Beauty, Grooming, and Wellness—Decor, Flowers, and Items for the Home—Stationery, Books and Gifts—Markets—Food and Drink—Restaurants; Pubs, Gastropubs, and Cocktail Bars; Quick Bites, Bakeries and Takeaways; Fish and Chips; Afternoon Tea; Coffee Bars and Tea Houses—Listings Index—Every entry—from appointment-only boutiques to unique galleries to unusual tea purveyors—have been chosen with Felder's refined tastemaker's eye, including new discoveries, blink-and-you'll-miss-it neighborhood gems, and quintessential mainstays. Rachel describes each venue in detail, highlighting its specialties and profiling the experience, and provides its complete street address, phone number, website, and closest tube station. An indispensable guide for London dwellers and visitors, *Insider London* is also visual feast for Anglophiles who simply want to dream about it and shop it from home.

## Book Information

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## Customer Reviews

“If you’re planning a trip to London and want to make sure you have a jolly old time, pick up Rachel Felder’s new book *Insider London*.  
(Newsday) “Stunning | With its striking photography, it is a masterstroke of Englishness: stylish, eccentric and utterly brilliant.” (BlackBook)

In this stunning, exceptionally curated anthology, style and shopping expert Rachel Felder offers an insider’s tour of London’s best-kept secrets and diverse neighborhoods, from established quarters like Mayfair and Kensington to emerging hubs like Shoreditch, Peckham, and Dalston. Felder opens her little black book to provide a fully annotated and illustrated guide to the city’s top accommodations, cultural institutions, markets, and shopping and culinary experiences. This is a Londoner’s London, a must for style-minded visitors, home shoppers, and Londoners alike. Inside you’ll find  
An in-depth listing of the top hotels as well as world-class museums and galleries; parks, public gardens, and open spaces; live music venues, theatres, and performance spaces  
A wealth of boutiques that offer clothing and accessories; department stores; beauty, grooming, and wellness products; décor, flowers, and home furnishings; stationery, books, and gifts; and markets throughout the city selling food, flowers, clothing, and antiques  
Restaurants; pubs, gastropubs, and cocktail bars; quick bites, bakeries, and grab-and-go treats; fish and chips; afternoon tea; coffee and tea shops  
Beautiful full-color photographs of every shopping and food destination  
The address, telephone number, and website for every listing and the closest Tube station  
A full-color map highlighting key areas and landmarks

Gave to my son who was spending a week there. He said it was great; went to some great places he never would have known about.

Hated it. Each page has some spendy place like Harrods or Selfridge or Donna Karan or Harvey Nichols and serves as an ad for them. I was hoping to find out where to find stuff a poor person can afford, or where to buy affordable clothes or books or records. This is not that book

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