

> SPEND
LESS
TO LOOK
YOUR
BEST
THE
THINKING

LOOK SHARP



BECAUSE NO TOWN SUITS A MAN'S
OLD-WORLD NEEDS BETTER

> RYAN
GOSLING
BLO

SUPER
IS CHAI
JOHNSON
THE BE
SHOW I
THE NF

JOHN
McCAIN
SCENES
FROM A
MELTDOW



How To
Your Hon
Without
A Design

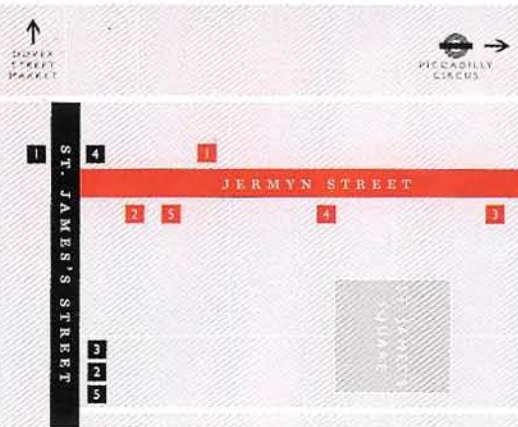
YOUR CARE

- Be Pro
- Think
- Stop U
- Office

Enter for a chance to



A cobbler at John Lobb



Burlington Arcade, a covered thoroughfare off Jermyn Street

→ You know how women get all gaga about going to Tiffany's when they're visiting New York? Or Rodeo Drive when they're in L.A.? If you're a guy (and we're going to go ahead and assume you are) and you're in London, then you'll need to get yourself to where Jermyn and St. James's Streets converge, a short jaunt from Savile Row. It's not trendy. It's not design-savvy. It's old-school English. Exactly what you won't find back home.

ST. JAMES'S STREET

1. SWAINE ADENEY BRIGG

ESTABLISHED 1750
◦ Handmade luggage of the finest grade. Try the rugged Oxford in black canvas with chunky brass zippers. 54 St. James's St., www.swaineadeney.co.uk

2. LOCK & CO. HATTERS

ESTABLISHED 1876
◦ A bowler, a tilley, a grouse, or a fedora—a handmade cap for every man. Where do you think Johnny Depp gets his yorke? 6 St. James's St., www.lockhatters.co.uk

3. JOHN LOBB

ESTABLISHED 1859
◦ England's best-known and most elegant



Fedoras from Lock & Co.

shoemaker. 9 St. James's St., www.johnlobbtd.co.uk

4. BERETTA

ESTABLISHED 1526
◦ Where else can you buy a \$300,000 shotgun and the Brit hunting gear to wear with it? 36 St. James's St., www.beretta.com

5. BERRY BROS. & RUDD

ESTABLISHED 1698
What might pass as a museum back in the States is one of London's finest outposts for wine and spirits. 3 St. James's St., www.bbr.com



A walnut-stock shotgun from Beretta

JERMYN STREET

1. DUNHILL

ESTABLISHED 1877
◦ Walk in with nothing and walk out with everything. Every imaginable leather good and form of stylish attire can be had at the flagship of this venerable English brand. 48 Jermyn St., www.dunhill.com

2. TURNBULL & ASSER

ESTABLISHED 1885
◦ When we talk about the bold patterns, ripe colours, and stiff collars of classic English dress shirts, we're talking about Turnbull & Asser. 71 & 72 Jermyn St., www.turnbullandasser.com

3. ROWLEY'S

ESTABLISHED 1976
◦ Because even a man with shopping bags has to eat. Order the steak—served sliced and bathed in an herb-butter sauce—with mounds of crisp, salty fries. 113 Jermyn St., www.rowleys.co.uk

4. FLORIS

ESTABLISHED 1730
◦ London's first perfumers, and home to the cleanest-smelling soaps and fragrances in town. 89 Jermyn St., www.florislondon.com

5. TAYLOR OF OLD BOND STREET

ESTABLISHED 1854
◦ Sit down for a straight-razor shave or load up on vintage-inspired shaving gear. 74 Jermyn St., www.tayloroldbondst.co.uk



Fragrance from Floris



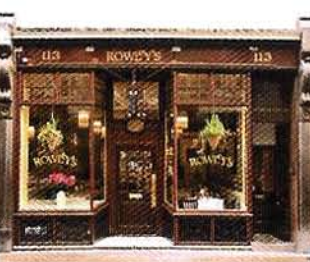
John Lobb



Berry Bros. & Rudd



Beretta



Rowley's



Floris