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LONDON'S BEST SHOPS

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Men

Bosideng

28 South Molton Street, W1K 5RF (7290 3170, www.bosidenglondon.com). Bond Street tube.

Open 10am-8pm Mon-Sat; noon-6pm Sun.

Set over three floors and converted from the rather less upmarket Hog in the Pound pub on South Molton Street, Bosideng's first overseas flagship store and honorary European headquarters is looking as plush as its 500-piece collection (the £30 million renovation includes a £10,000 origami sculpture). This menswear label is Asia's largest manufacturer of down apparel, and has – jetting straight in from China, where it has a whopping 10,000 outlets in China alone. Every item in the collection is sourced from the UK and Europe (apart from the down, every feather of which is a by-product) and rendered in up-market fabrics: pure cashmere cardies, wool-blend tweed blazers and Egyptian-cotton tops all go to form the label's rather sophisticated look. The space itself is ultra-glossy and airy. Sportswear and daywear is housed on the lower and ground floors; tailoring is on the first floor. While you're up there take a peek through the binoculars to get a bird's-eye view of Oxford Street.

International Designer



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FASHION