

# ST JAMES'S CORRESPONDENT

SPRING 2018



**A magazine  
exploring St James's**

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Joseph Cheaney & Sons  
talk technology  
and artistry

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The best of  
St James's fashion

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Discover St James's  
hidden skills at this year's  
London Craft Week



**One of a Kind**

SINCE 1661

# Welcome

CORRESPONDENT  
SPRING 2018

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curation by Mr. President

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ST JAMES'S  
LONDON

THE CROWN  
ESTATE

St James's London,  
The Crown Estate,  
1 St James's Market,  
London, SW1Y 4AH

This issue of the St James's Correspondent celebrates the varied, unexpected, often unique rewards of a simple amble through the streets of St James's. The magazine is designed to be read from the centre outwards, starting with a map to guide you through this season's highlights, from east to west.

This edition, we connect with the stories and personalities behind centuries of history, revealed in the area's blue plaques (p.10), uncover some of the world-class talent based in the neighbourhood by meeting five-generations of artists at the Stern Pissarro Gallery (p.6), and taste the alchemical drinks and dishes currently being served here: aquavit tasting (p.20), and hot new restaurant opening, Scully St James's. (p.26).

Tradition meets innovation around every turn, summed up by our front cover image: an artisanal handmade leather shoe by Jermyn Street's Joseph Cheaney & Sons, its sole laser-etched beautifully with our local map.

Traversing time, space and expanding knowledge, it's amazing what a walk through St James's can encompass. Let this edition be your guide.



## One of a Kind

SINCE 1661

# Calendar Ideas

**There's always masses going on around St James's, from theatre to music, galleries to food tastings. Here are just a few of the highlights coming up this season.**



## Celebrating Art

The Mall Galleries annual Royal Society of Portrait Painters Exhibition offers a show 'rigorously selected' by the Society's own elected portrait painters, so quality is assured. See the very best contemporary portraiture from around the world in one place, with live painting demonstrations by artists (10th-25th May). Or perhaps buy a work from the New English Art Club, a collection of some of the country's most exciting painting, drawing and printmaking. (15th- 23rd June).

Info and tickets: [mallgalleries.org.uk](http://mallgalleries.org.uk)

## Perfume making

As part of the wider London Craft Week (see p.24), Great British perfumer, Floris, are running a special workshop (Thursday 10th May). You'll learn how to make a fragrance inspired by the 1920s, which is the era also behind the latest eau de parfum in their Fragrance Journals collection. The event includes guidance by the Floris experts, and a glass of champagne.

Info and booking: [florislondon.com](http://florislondon.com)

## Top ceramics and silverware

Another big London Craft Week stop-off, Fortnum & Mason are running demonstrations of how their range of pottery is decorated. Artists from the historic Burleigh, based at Middleport Pottery, will show the tissue transfer process it takes them two years to master. Also look out for iconic goldsmithing

and silversmithing guild, The Goldsmiths' Company, who have a special selection of jewellery, silver objects and accessories on show and for sale across three floors.

More info: [fortnumandmason.com](http://fortnumandmason.com)

## Run in the park

Vitality London 10,000 road race celebrates its tenth year in 2018. The run starts and finishes in St James's Park on Monday 28th May, and stretches around town on a scenic route to St Paul's. Why not join in? Or at least watch 12,000 people take on one of the world's great 10k races, previously dominated by Mo Farah (five times winner). The Westminster Mile race is the day before, and the Vitality Wellness Festival runs throughout in nearby Green Park too.

More info: [royalparks.org.uk/whats-on](http://royalparks.org.uk/whats-on)

## Screens and shows

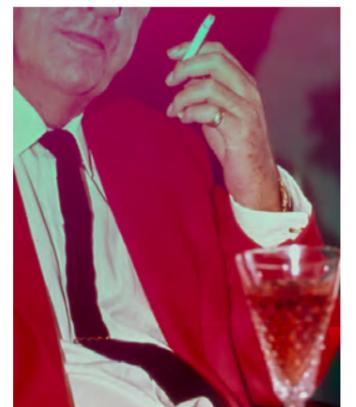
Look out for free outdoors events, including public screenings in St James's Market of the Royal Wedding (May 19th) and Wimbledon tennis (2nd - 15th July), and catwalk shows for London Fashion Week Men's on Jermyn Street (9th June).

More details on [stjameslondon.co.uk](http://stjameslondon.co.uk)

## Reaction season

Currently playing at Jermyn Street Theatre is the Reaction Season: fifteen plays and musicals based on the theme of reacting, or re-enacting. There's London's first complete revival since 1936 of Noel Coward's nine one-act plays, Tonight at 8.30. Trios of the works will be performed 10th April - 20th May. Meanwhile, Tomorrow at Noon, (24th April - 15th May), is the debut of three one-act plays, selected from over 390 submitted by new writers. Their brief was a contemporary female reaction to Coward's classic.

Tickets: [jermynstreettheatre.com](http://jermynstreettheatre.com)



# The best of St James's fashion

From heritage brands, to modern classics, a walk around the shopping streets of St James's reveals an area that truly has it all

Words: Miranda Eason  
Exterior photography: Andre Ainsworth



## Turnbull & Asser

Start at the west end of Jermyn Street and one block along, sitting on the corner of Jermyn Street and Bury Street, you'll find the 130-year-old British clothing brand's flagship store and its oldest and largest location. Outside gold lettering in classic fonts, dark wooden window frames and highly decorative detailing hint at the brand's rich and storied history. Inside many of the fixtures and fittings have been in situ since the store opened in 1903. The Royal Warrant shirtmakers may have been outfitting dapper gentleman since 1885, but the brand is anything but stuffy. Iconic pieces including shirts, blazers, sweaters and macs marry heritage style and modern fabrications and details, with plenty of colour and pattern thrown into the mix. For spring 2018 Turnbull & Asser is launching

the Journey Shirt collection, a range of eleven luxury, crease-resistant shirts, in four colourways and three pattern variations, designed with the style-minded country-hopping man in mind.

Turnbull & Asser  
71-72 Jermyn Street, SW1Y 6PF  
[turnbullandasser.co.uk](http://turnbullandasser.co.uk)

## John Smedley

Just across the road on the north side of the street British knitwear specialist John Smedley opened its second UK retail store in March 2016. The light and airy space combines elements from the 230-year-old brand's history and home in Lea Mills, Derbyshire, within a thoroughly modern environment. Maple flooring echoes the original factory floors, tabletops are made from Derbyshire marble and statement lighting, fabric and fittings were commissioned from contemporary British makers. Manufactured in Great Britain, the go-to knitwear brand for discerning chaps offers fine knit polo shirts, round and v-neck sweaters and cardigans made from



super-soft sea island cotton, merino wool, cashmere and silk in classic colours, stripes and seasonal shades. The shop's colour wall showcases iconic pieces in the palette of the season, which for spring 2018 includes pastel gauge green, fresh white, flannel grey, bright ruche red and elegant pleat pink.

John Smedley  
55 Jermyn Street, SW1Y 6LX  
[johnsmedley.com](http://johnsmedley.com)

## Jigsaw St James's Emporium

Walk east along Jermyn Street and cross Regent Street and you'll find Jigsaw St James's Emporium, part of St James's Market, and home to Jigsaw's men's and womenswear collections. Designed by Dalziel and Pow to have a premium boutique look and feel, the luxurious, modern yet welcoming store opened in 2016. It's the perfect backdrop for Jigsaw's SS18 womenswear collection, which features contemporary takes on classic

spring patterns including florals (bold), polka dots (oversized) and stripes (zig zags and diagonal). Standout pieces include the perfect plaid trouser suit, a flowy jumpsuit and colour-pop skirts in shades of racer green, juicy watermelon and sapphire blue. Look out for a collaboration with Kodak this season, which includes exclusive t-shirt designs featuring Kodak logos and cameras. Alongside the covetable clothes are equally desirable accessories, buys for the home and beauty treats such as Bella Freud candles, Venessa Arizaga bracelets, Santa Eulalia scents and weighty coffee table tomes.

Jigsaw St James's Emporium  
22 Regent Street, SW1Y 4PH  
[jigsaw-online.com](http://jigsaw-online.com)

## Dover Street Market

No shopping pilgrimage to the area would be complete without stopping at Dover Street Market, the multi-brand retail space designed by Comme des Garçons Rei



Kawakubo, which moved to its Haymarket location in 2016. The exterior of the building, erected by Thomas Burberry in 1912, and key elements of the interior including the central staircase, remain unchanged. Quirky fittings and installations such as the giant white spheres on the ground floor and a metal dinosaur give the space a gallery feel. With five floors dedicated to fashion from high end to hip streetwear, you could easily while away an hour or more. New womenswear brands for spring include Natacha Ramsay-Levi's first collection for Chloe and La Fetiche, a French/Scottish brand based on the ideal wardrobe of favourite, timeless pieces. Don't leave without lunch, coffee, cake or all three at Rose Bakery, which you'll find on the third floor. Calm and relaxing, it's the perfect spot to contemplate life, or your next purchase.

Dover Street Market  
18-22 Haymarket, SW1Y 4DG  
[doverstreetmarket.com](http://doverstreetmarket.com)

# Five generations of Pissarro art

Explore the gallery which keeps it in the family

Words: Clare Hand



The unmissable Stern Pissarro Gallery, clad in bronze anodised aluminium, first opened its doors in 1964. The two-floor space specialises in Impressionist, Modern and Contemporary works and is co-owned by David Stern and Lélia Pissarro, great-granddaughter of Danish-French impressionist Camille Pissarro.

Most significantly, the iconic St James's gallery presents the world's strongest collection of Pissarro family works, now spanning five generations.

Lélia's family tree is saturated with artists, art dealers and historians. With nineteen painters in her clan, it seems permissible to claim that an aptitude, or at the least deep appreciation, for art runs throughout the Pissarro bloodline.

"I feel I need another life to really absorb the lessons I can learn from this family," says Lélia, who first picked up a paintbrush when she was three, under the guidance of her grandfather, Paulémile Pissarro.

"I was painting with him every day," she says, "on his boat, in his studio, we had such fun." In these formative years, Lélia maintains that it wasn't necessarily that her grandfather showed her how to draw, but rather, "he taught me how to look, how to witness the change in colours that come at different times of the day and months of the year."

Paulémile nurtured Lélia's artistic eye, teaching her "to see the things that most people don't see. I am privileged to have been taught this by my grandfather."

This ability to notice tones and colours, perceiving the beauty in the complexities around her wasn't something that Lélia intended to keep to herself.

"If you capture the sight in front of you on paper, and people see that you have done this, it creates a contagious form of happiness. If you can then pass this on to someone else - teaching them, through your words, how to create - watching the pleasure on their face when they do so, it doesn't get better than that. It is orgasmic."

As such, the moment Lélia graduated from university, she became an art teacher and has continued teaching alongside her own artistic pursuits.

Of Lélia and David's three children the middle child, Lyora is, like her mother, an artist. "Every child starts painting, everyone gets their work put on the fridge and marvelled at by impressed-sounding parents," says Lélia, "our home has always been a working space, every room is a studio, so it was always accessible for all of the children. When they got to a certain age, they all stopped, or rather all but Lyora."

While aware that she inevitably

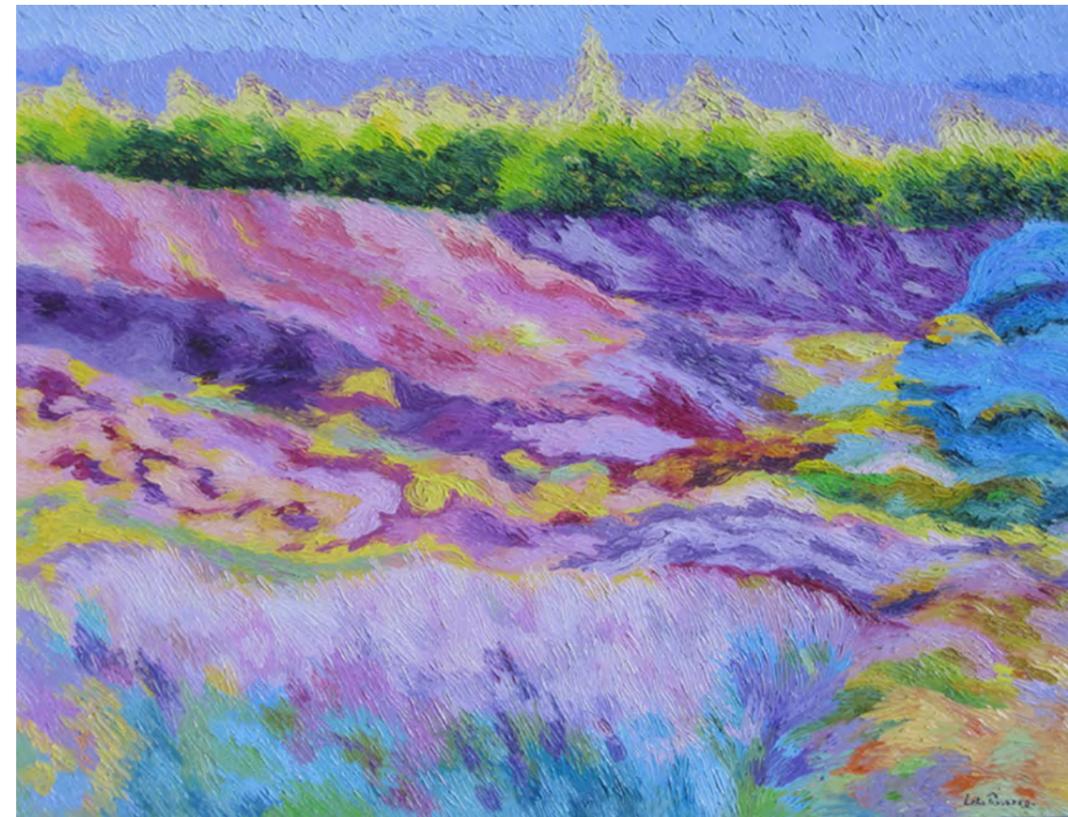
influenced her daughter in her formative years, Lyora swiftly separated and began to define her own style.

"She is everything I always wanted to be as an artist," says Lélia, "she's wild, and uninhibited by 'the rules of art', regarding it as her right to create whatever she wants."

This style is very different to Lélia's father (Hugues-Claude), who was meticulous in his artistic practice. "My father would tell me that I had made a mistake. I would agree and look to correct it. For Lyora, there is no such thing as a mistake, her art is her freedom and this is what she continues to teach me."

With such a vast network of artists stemming from Camille Pissarro, Lélia regards her familial influences in two halves: "while the older generation taught us the fundamentals, the younger generation liberate us from what we have been taught."

Stern Pissarro Gallery,  
66 St James's St,  
SW1A 1NE  
[www.pissarro.art](http://www.pissarro.art)



**"The younger generation liberate us from what we have been taught"**



# Perfect Ten

Find a new workout for this spring at Ten Health & Fitness. We certainly did

Words: Miranda Eason

Famous for their signature reformer Pilates classes, and also offering barre, dynamic bodyweight Pilates, HIIT, stretch, TRX and yoga, as well as personal training, physiotherapy and sports massage, Ten Health & Fitness led the first wave of boutique fitness classes in the capital. Today the brand is still busy sculpting Londoners into shape across eight studios.

Ten St James's started life as a pop-up in 2010. "We were given three months' notice to leave our Mayfair studio and didn't want clients to lose a single day's training, so set ourselves the challenge to find new premises close by, agree terms, sign the lease and fit out the studio within three months," explains Justin Rogers, Ten's creative director. "We called the studio 'temporary Ten' but by the time we got our Hanover Square studio up and running St

James's was so popular we made it a permanent fixture."

A couple of years later Ten St James's was refitted to make it less pop-up, more proper studio; and last year a second space, dedicated PT room and an additional physiotherapy room were added. The result is smart and welcoming, spread across two below-street-level floors, with a packed programme of classes to suit every kind of workout want and level.

If you arrive early for class there's seating and glossy magazines to read, plus a small boutique with designer activewear, beauty treats, workout props and healthy snacks for post-class refuelling. The changing rooms are stocked with fluffy towels, hair dryers, straighteners and lovely REN products in the showers to save gym bag space.

Reformer Pilates is where Ten started and what they're best known for. "We call it the workout for the way we live now – it's a time-efficient full-body workout, which offsets the harmful postural impact of spending hours hunched over laptops and smartphones," says Justin. "Intense, absorbing and immersive, requiring focus and concentration, it's a great time out from the pressure of work. And, for those with limited time to invest, the ability to feel and see results fast is massively motivating."

Over three days I tried two classes, starting with a Sunday morning intermediate session. For the uninitiated, reformers are a strange looking piece of equipment that looks like a tool for torture comprising a moving bed attached to a frame, springs of different colours with



varying levels of tension, plus a bar, strap and two pulleys. Props including a Pilates ring and hand weights add extra intensity.

Our trainer Dee hit play on an upbeat dance pop playlist, then took us through a class that hit every part of the body. Exercises like chest presses, glute bridges, lateral raises and lunges were familiar, but with the addition of hand weights, props, resistance from the reformer and repeated to the point of exhaustion, they were dialled up to the max. With just eight of us in the class, there was plenty of personal attention and adjustments, ensuring correct alignment and peak effectiveness.

Two days later, still aching from the reformer class and tired after a busy day at the office, I was back at the studio to try dynamic bodyweight Pilates, the latest addition to the schedule. "It's a more muscular and intense take on mat Pilates – technically and physically challenging, and definitely not for beginners," Justin warned.

The class took place in the newest studio, a smaller space two floors below ground level. With just six of us in the room there was nowhere to hide from our trainer Brad who led us through the mat-based class, to a soundtrack of bouncy noughties pop bangers. Props including a Pilates ring, slider and resistance band amped up classic exercises such as squats, inch worms, press ups, side planks, lunges, single leg bridges and sit ups that were repeated for short but intense bursts.

Both classes clocked in at 55 minutes but seemed shorter. Of the two, dynamic

bodyweight Pilates worked up more of a sweat, but both were challenging and provided a full body blitz. The trainers were professional, technical and motivating. I left both classes feeling energised, keen to return and I swear, after the reformer class, I was actually a bit taller...

[Ten Health & Fitness, 6 Duke Street St James's, SW1Y 6BN](#)  
[ten.co.uk/class-timetable](#)

## 3 MORE TO TRY

### E by Equinox

This ultra-luxe newcomer offers a bespoke experience to help you achieve peak wellness. Alongside classes, E St James's offers Tier X, a hyper-personalised training programme, a cardio zone featuring exclusively-designed Woodway treadmills and O2 vaporisers to maximise your workout. Other touches include chilled eucalyptus-infused towels and a complimentary laundry valet service, so your kit is ready and waiting.

[12 St James's Street, SW1A 1ER](#)

### Nordic Balance

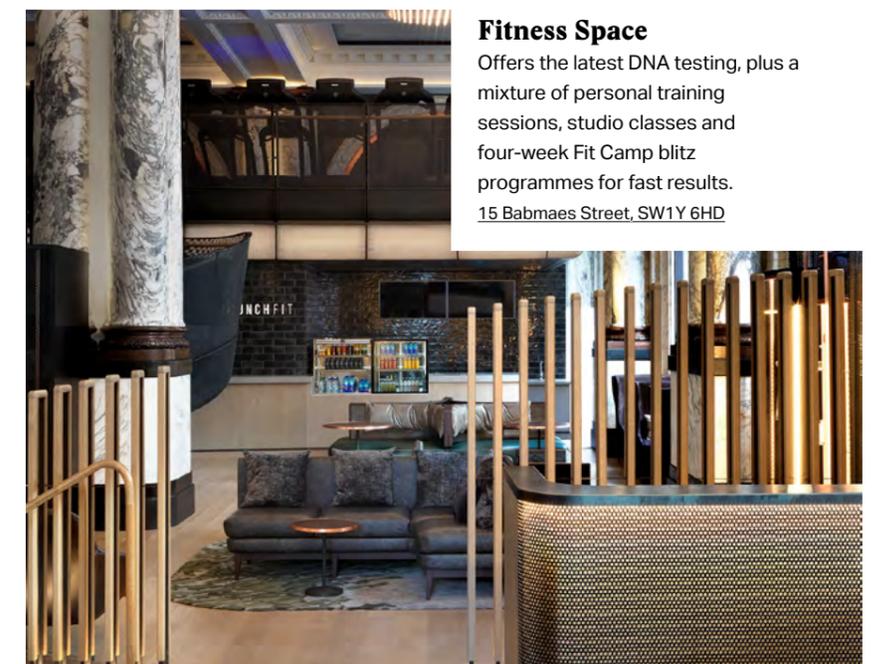
Great for small group classes, one-to-one training and lifestyle mentoring, this club also has a well-equipped gym, swimming pool and squash court.

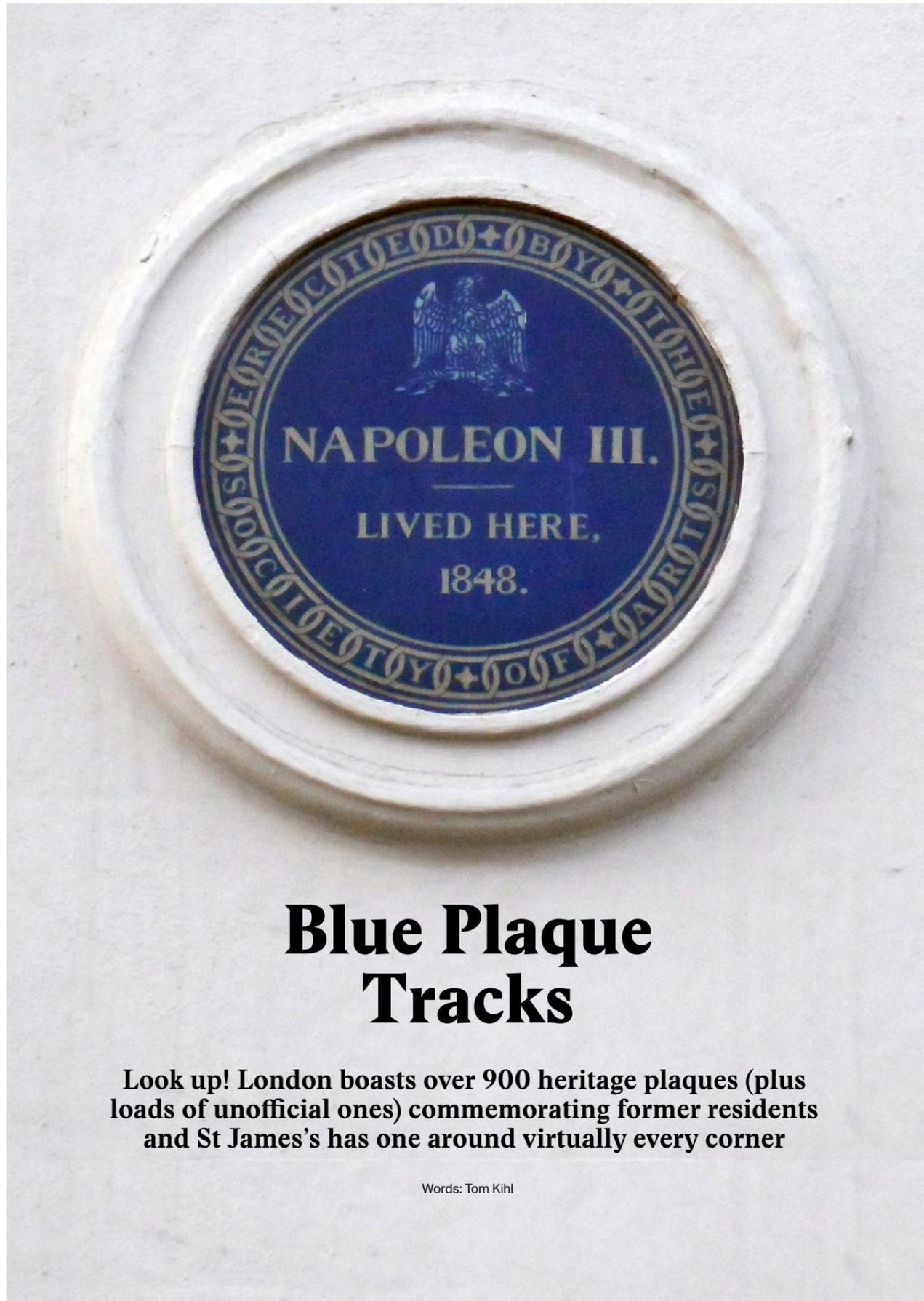
[4 St James's Square, SW1Y 4JU](#)

### Fitness Space

Offers the latest DNA testing, plus a mixture of personal training sessions, studio classes and four-week Fit Camp blitz programmes for fast results.

[15 Babmaes Street, SW1Y 6HD](#)





# Blue Plaque Tracks

Look up! London boasts over 900 heritage plaques (plus loads of unofficial ones) commemorating former residents and St James's has one around virtually every corner

Words: Tom Kihl

“10 St James’s Square holds the honour of no less than three PMs as former residents”



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Chancing upon one of the capital's beloved blue plaques gives us a brief opportunity for discovery. We instantly feel how closely we remain linked to the settings for many of history's best stories: the homes of their colourful, always remarkable protagonists. From command of the world's great battles to game-changing scientific discoveries, pivotal points along humanity's turbulent timeline have taken place in locations dotted all around us. At the heart of London's cultural, mercantile and political landscape for centuries, St James's is an ideal place to delve in to all this. Here's our self-guided tour to finding these tributes to former residents, each of whom changed the world in some way while based here in the neighbourhood.

## WARS, REVOLUTIONS AND EXILES

The first ever blue plaque in the official scheme, started by the Royal Society for the Arts (and currently managed by English Heritage) marks the 1848 home of **Napoleon III**, at 1c King's Street. It was erected in 1867 (pictured on p.5). Nephew and heir of the famous Emperor, he resided here just before his return to France, and victory becoming the first and only president of the Second

Republic. Nearly a century later, as World War II raged across Europe, **General Charles de Gaulle** ran France's government-in-exile from St James's, at 4 Carlton Gardens. The plaque here was unveiled by the Queen Mother in 1984, to the hour of the 40th anniversary of the D-Day landings. Nearby, at 2 Carlton Gardens, an elaborate blue disc from the 1920s commemorates the abode of **Field Marshal Earl Kitchener**, the senior British Army officer with a chequered imperial reputation, probably most famed for rallying Britain's vast volunteer army during WWI, and the iconic posters used to spread his rallying message. And across at New Zealand House, Haymarket, Vietnamese revolutionary-turned-leader **Ho Chi Minh** once worked at a hotel, before returning to Vietnam and earning his place in history.

## SCIENTIFIC TRAILBLAZERS

Women are strikingly underrepresented by official blue plaques, with only 13% of the ones currently up across London devoted to commemorating a female. Thankfully **Ada Lovelace**, who lived at 12 St James's Square, has been deemed an essential. She was the mathematician credited as being the 'first

computer programmer', having devised and published the original algorithm when working with the early mechanical computers of Charles Babbage. Over at 87 Jermyn Street, the founding father of science himself, **Sir Isaac Newton**, lived during the time he was President of the Royal Society. His plaque went up in 1908 despite the 17th century house it was on already being earmarked for demolition. It was subsequently returned when the current grand building was completed in 1915. →

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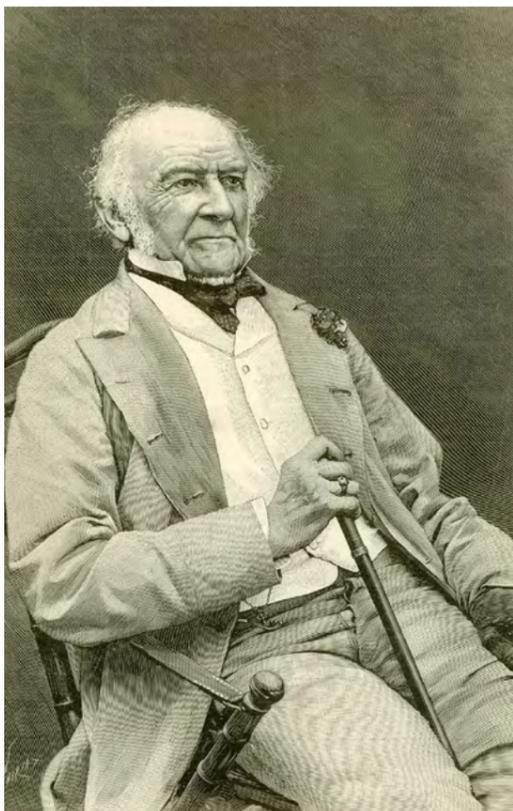
6

## LOCAL HEROES

Meanwhile, at 10 St James's Square, the man from whom Newton's famous street, also renowned as the home of menswear, takes its name is honoured by a green plaque. **Henry Jermyn**, Earl of St Albans was the visionary behind much of St James's, and the legend up on the house where he lived and died calls him the "founder of the West End". Green, and other shades and shapes of plaque, are not part of the original scheme, but successive councils and bodies have created their own versions too. This is part of Westminster Council's commemorative project, set up in the 1990s. Another of their green markers is dedicated to chef and owner of The Cavendish Hotel, **Rosa Lewis**, at 81 Jermyn Street. Known as the "Queen of Cooks" in the 1890s, King Edward VII was a big fan of her food – and of her too, it was often rumoured. Then at 9 St James's Place, aviator and sailor **Sir Francis Chichester KBE**, the first person to sail single-handedly around the world, lived for all his adult life.

## POLITICAL HEAVYWEIGHTS

There's an assortment of prime ministers from through the ages to check off the list, from Whig **Henry Pelham** at 22 Arlington



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Street, who took office back in the 1740s, to **Henry John Temple**, 3rd Viscount Palmerston (4 Carlton Gardens) who held the post twice in the mid-19th century. Number 10 St James's Square also holds the honour of having no less than three PM residents across over 100 years of history. They are all memorialised on the same plaque: **William Pitt**, **Edward Stanley** and **William Gladstone**. 5 Arlington Street also boasts a multiple commemoration, for **Sir Robert Walpole** – who holds the record for history's longest serving PM at nearly 21 consecutive years – and also for his son, **Horace Walpole**, art historian, politician and 'connoisseur and Man of Letters', as the delightfully British inscription reads. In 1923, the resident on the plaque at 1 Carlton House Terrace, **George Curzon**, 1st **Marquess Curzon of Kedleston** might also have been PM, but was passed over in favour of Stanley Baldwin. Instead, he is known for his time as Viceroy of India, among the last of these Victorian era colonial postings. At 28 St James's Place there's a plaque for politician **William Huskisson**, yet he is more usually remembered for the dubious honour of being the world's first railway passenger fatality, when he was run over by George



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All photos Creative Commons.

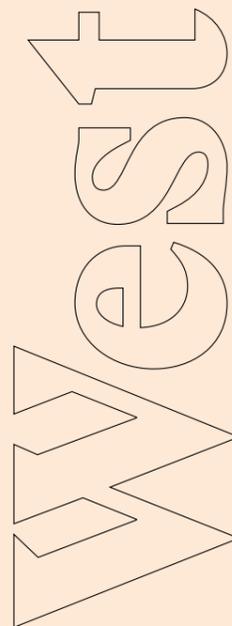
- 1 Napoleon III plaque (by Spudgun67)
- 2 Chopin plaque (by Szczepreszynski)
- 3 Kitchener's famous poster
- 4 Ada Lovelace
- 5 Gen. Charles De Gaulle
- 6 William Blunt plaque (by Spudgun67)
- 7 William Gladstone
- 8 three former PMs plaque (by Gareth E Kegg)

Stephenson's legendary Rocket locomotive during the opening ceremony of the Liverpool and Manchester Railway. At 4 St James's Square is the English Heritage plaque remembering **Nancy Astor**, the first woman to sit in Parliament. It was unveiled in 1987 by then PM Margaret Thatcher, who cited Astor as an inspiration for entering into a totally male-dominated world – and holding her seat for over 25 years.

## CREATIVE TYPES

Polish virtuoso and composer **Frederic Chopin** is commemorated at 4 St James's Place, as it was from this very house that he set out for what was to be his last ever public performance, at the Guildhall. Meanwhile portrait and landscape artist **Thomas Gainsborough** spent over a decade, until his death in 1788, living over at 82 Pall Mall. And at 15 Buckingham Gate, poet **Wilfred Scawen Blunt** is celebrated as much for his preservation of Arabian horses as for his poetry, but he also wrote essays rallying against imperialism, a rather enlightened viewpoint back in the early 1900s.

Explore the blue plaques of St James's for yourself using the trail marked on the map on p.14-15

ST JAMES'S  
LONDONFOOD &  
DRINK

## 45 Jermyn St.

A beacon for breakfast, with service continuing well into the night; caviar trolley and oysters available on request. [45 Jermyn St, SW1Y 6DN](#), [45jermynst.com](#)

## Berry Bros. &amp; Rudd

The capital's longest-serving wine and spirit merchants. [3 St James's St, SW1A 1EG](#), [bbr.com](#)

## Boulestin

Classic French cuisine with outdoor seating on London's smallest public square. [5 St James's St, SW1A 1EF](#), [boulestin.com](#)

## Cafe Murano

Michelin-starred chef Angela Hartnett's love song to the cuisine of northern Italy. [33 St James's St, SW1A 1HD](#), [cafemurano.co.uk](#)

## Chutney Mary

Long-running institution of Indian fine dining. [73 St James's St, SW1A 1PH](#), [chutneymary.com](#)

## Dukes Bar

Hotel bar with impeccable old-world service. [35 St James's Place, SW1A 1NY](#), [dukeshotel.com](#)

## Fortnum &amp; Mason

World-famous department store, grocers to the Queen. [181 Piccadilly, W1A 1ER](#), [fortnumandmason.com](#)

## Franco's

Time-honoured Italian restaurant, one of the first to arrive in London. [61 Jermyn St, SW1Y 6LX](#), [francoslondon.com](#)

## Justerini &amp; Brooks

Wine and spirit merchants, the largest importer of Burgundy and Barolo. [61 St James's St, SW1A 1LZ](#), [justerinis.com](#)

## Quaglino's

Evening dining with cult status, mixing glamour and gastronomy. [16 Bury St, SW1Y 6AJ](#), [quaglinos-restaurant.co.uk](#)

## The Ritz &amp; Rivoli Bar

Pioneer of fine dining, Michelin starred. [150 Piccadilly, W1J 9BR](#), [theritzlondon.com](#)

## Sake No Hana

Japanese haute-cuisine with sculptural bamboo interior by Kengo Kuma. [23 St James's St, SW1A 1HA](#), [sakenohana.com](#)

## Wiltons

Serving the finest lobster, game and Essex oysters since 1742. [55 Jermyn St, SW1Y 6LX](#), [wiltons.co.uk](#)

## The Wolseley

Grand café all-day dining in an Art Deco former automobile showroom. [160 Piccadilly, W1J 9EB](#), [thewolseley.com](#)

## FASHION

## Aquascutum

The historic British brand's Jermyn St. shop is dedicated to classic menswear with a youthful edge. [106 Jermyn St, SW1Y 6EE](#), [aquascutum.co.uk](#)

## John Lobb

Time-honoured craftsmanship, a treasured St James's bootmaker. [9 St James's St, SW1A 1EF](#), [johnlobbltd.co.uk](#)

## Emma Willis

A one-woman shirtmaking vision, made in Gloucester. [66 Jermyn St, SW1Y 6NY](#), [emmawillis.com](#)

## Emmett

Shirtmakers with a modern sensibility for pattern. [112 Jermyn St, SW1Y 6LS](#), [emmettlondon.com](#)

## Foster &amp; Son

Bespoke handmade boots and shoes, crafted in the on-site workshop. [83 Jermyn St, SW1Y 6JD](#), [foster.co.uk](#)

## Harvie &amp; Hudson

Established, respected shirtmakers still run by a Mr Harvie and a Mr Hudson. [96 – 97 Jermyn St, SW1Y 6JE](#), [harvieandhudson.com](#)

## Hilditch &amp; Key

Classic cuts with contemporary clout by shirtmakers of uncompromising style. [73 Jermyn St, SW1Y 6NP](#), [hilditchandkey.co.uk](#)

## Lock &amp; Co.

Beloved hatters have been in high demand from street style to couture catwalks ever since creating Admiral Lord Nelson's tricorn. [6 St James's St, SW1A 1EF](#), [lockhatters.co.uk](#)

## LIFESTYLE

## Davidoff

Cigar connoisseurs carrying the full gamut of tobacco-related paraphernalia. [35 St James's St, SW1A 1HD](#), [davidoff.com](#)

## D.R. Harris

St James's local pharmacy since 1790, with an extensive range of grooming products and fragrances. [29 St James's St, SW1A 1HB](#), [drharris.co.uk](#)

## Beretta

Intricately crafted shooting and hunting wear and accessories from Italy. [36 St James's St, SW1A 1JD](#), [beretta.london](#)

## Floris

Family of perfumers, trading from the same spot for nine generations. [89 Jermyn St, SW1Y 6JH](#), [florislondon.com](#)

## Truefitt &amp; Hill

Grooming products and coiffing accoutrements, all made in Britain. [71 St James's St, SW1A 1PH](#), [truefittandhill.co.uk](#)

## Waterstones

Europe's largest bookshop stocks more than 200,000 titles in an Art Deco building. [203 – 206 Piccadilly, W1J 9HD](#), [waterstones.com](#)

## William Evans

Independent gun-makers, plus country essentials from weatherproof clothing to tartan picnic rugs. [67a St James's St, SW1A 1PH](#), [willamevans.com](#)

ARTS &  
CULTURE

## Moretti

Father and son Florentine gallery with expertise in 14th to 18th century Italian Old Masters. [2a – 6 Ryder St, SW1Y 6QA](#), [morettigallery.com](#)

## Paisnel

Postwar works from the St Ives painters and sculptors. [9 Bury St, SW1Y 6AB](#), [paisnelgallery.co.uk](#)

## Rafael Valls

A Duke Street go-to for Dutch, Flemish and Spanish Old Masters. [11 Duke St, SW1Y 6BN](#), [rafaelvalls.co.uk](#)

## Royal Academy of Arts

British institution dedicated to promoting art and artists through exhibitions, education and debate. [Piccadilly, W1J 0BD](#), [royalacademy.org.uk](#)

## Alan Cristea

Leading commercial gallery has led the way to Pall Mall with a new space. [43 Pall Mall, SW1Y 5JG](#), [alancristea.com](#)

## Bernard Jacobson

With white-painted brick and expansive windows, this gallery's new space reflects its status as the leading dealer in modern British art. [28 Duke St, SW1Y 6AG](#), [jacobsongallery.com](#)

## Bowman Sculpture

Specialising in works of sculpture, this bright space welcomes a devoted crowd of individual enthusiasts and leading museums. [6 Duke St, St James's, SW1Y 6BN](#), [bowmansculpture.com](#)

## Whitford Fine Art

French and British 20th century paintings and advice on building a collection. [6 Duke St, SW1Y 6BN](#), [whitfordfineart.com](#)

## Christie's

The international auction house, established in St James's in 1766. [8 King St, SW1Y 6QT](#), [christies.com](#)

## Colnaghi

Specialist in Old Masters since the 18th century. [26 Bury St, SW1Y 6AL](#), [colnaghi.com](#)

## Daniel Crouch

Maps and atlases from the 15th to 19th centuries. [4 Bury St, SW1Y 6AB](#), [crouchrarebooks.com](#)

## David Gill

Contemporary gallery of furniture design, including Zaha Hadid and Ron Arad. [2 – 4 King St, SW1Y 6QP](#), [davidgillgallery.com](#)

## Illustrationcupboard

A gallery of original illustrative works, from childhood books to political satire and emerging talent. [22 Bury St, SW1Y 6AL](#), [illustrationcupboard.com](#)

## Sims Reed

Prints and works on paper from anyone who was anyone in the last 50 years. [43a Duke St, SW1Y 6DD](#), [simsreed.com](#)

## Skarstedt

The New York dealer amasses works by an artist or a particular era for truly definitive shows. [8 Bennet St, SW1A 1RP](#), [skarstedt.com](#)

## Stern Pissarro

Modern and contemporary art, established by descendants of painter Camille Pissarro. [66 St James's St, SW1A 1NE](#), [pissarro.art](#)

## Thomas Dane

Contemporary art newcomer, featuring such luminaries as Michael Landy and Steve McQueen. [3 & 11 Duke St, SW1Y 6BN](#), [thomasdanegallery.com](#)

## White Cube

Striking modern gallery created from an old electricity substation. [25 – 26 Mason's Yard, SW1Y 6BU](#), [whitecube.com](#)

# ST JAMES'S LONDON

## Welcome to St James's London

Navigate your way through the streets and articles of the Correspondent from west to east.

The theme for this edition of the Correspondent is 'Exploration' and we hope you will do just that with this publication. Working as a map in itself, the Correspondent is designed to be read geographically – start at the centre and read outwards, choosing to go either east or west through St James's.

For this issue we worked with high end shoemaker 'Joseph Cheaney & Sons' to create a bespoke shoe. Featuring a map of St James's etched into its leather sole, the shoes were designed to evoke the spirit of playful exploration, to make the wearer want to wander. We hope this issue of the Correspondent will encourage your exploration of St James's too. The trick is, relax, and let your feet guide you...

### 1. Turnbull and Asser

71-72 Jermyn St SW1Y 6PF

**The best of St James's fashion • p4-5**

Eclectic taste. High end designers and hip street wear sit comfortably next to traditional menswear in the streets of St James's.

### 2. Stern Pissarro Gallery

66 St James's St, SW1A 1NE

**Five generations of Pissarro art • p6-7**

Lélia Pissarro – great granddaughter of Camille, and co-owner of the famed Pissarro Gallery - talks painting, artistic process and family.

### 3. Ten Health & Fitness

6 Duke Street, SW1Y 6BN

**Perfect Ten • p8-9**

A guide to the best work outs in St James's, featuring Ten Health & Fitness, E by Equinox, Nordic Balance and Fitness Space.

### 4. St James's Blue Plaques

Starts at 4 St James's Place, SW1A 1NP

**Blue Plaque Tracks • p10-12**

Discover intriguing stories of the great and the good, by the blue plaques left behind. Find the plaques marked on our map.

**A. William Huskisson**  
28 St James's Place

**B. Sir Francis Chichester KBE**  
9 St James's Place

**C. Frédéric Chopin**  
4 St James's Place

**D. Henry Pelham**  
22 Arlington Street

**E. Sir Robert Walpole and Horace Walpole**  
5 Arlington Street

**F. Rosa Lewis**  
81 Jermyn Street

**G. Sir Isaac Newton**  
87 Jermyn Street

**H. Nancy Astor**  
4 St James's Square

**I. Henry Jermyn, William Pitt, Edward Stanley and William Gladstone**  
10 St James's Square

**J. Ada Lovelace**  
12 St James's Square

**K. Napoleon III**  
1c King's Street

**L. Thomas Gainsborough**  
82 Pall Mall

**M. Ho Chi Minh**  
New Zealand House, Haymarket

**N. George Curzon, 1st Marquess Curzon of Kedleston**  
1 Carlton House Terrace

**O. Henry John Temple**  
4 Carlton Gardens

**P. Field Marshal Earl Kitchener**  
2 Carlton Gardens

**Green Park Station**

**Buckingham Palace**

**Piccadilly Circus**

**St James's Market**

**Trafalgar Square**

### 5. Arc'teryx

212 Piccadilly, W1J 9HL

**Arc'teryx • p17**

Dream of future adventures in the only Arc'teryx store in the UK.

### 6. Joseph Cheaney & Sons

21 Jermyn St, SW1Y 6HP

**Treading lightly p18-19**

Comfortable bedfellows? William and Jonathan Church of 'Joseph Cheaney & Sons' discuss how cutting edge technology sits with traditional craftsmanship.

### 7. Aquavit London

1 Carlton St, SW1Y 4QQ

**The Old Nordic Spirit • p20-21**

Journalist Matthew Day's preconceptions are destroyed as he samples Scandinavian treats at the Aquavit Masterclass.

### 8. St James's Day Out

Starts at Jigsaw 22 Regent Street St James's, SW1Y 4PH

**Win the ultimate**

**St James's day out • p22**

Enter to win a shopping session at Jigsaw, then enjoy a night out with dinner and a show at the West End's smallest theatre.

### 9. St James's London

St James's Market Pavilion

**Spotlight on St James's • p23**

Shiny new things to look out for, including the launch of a new website.

### 10. London Craft Week

Starts at St James's Market Pavilion

**Crafty City • p24-25**

Often secreted away in closed off workshops, British craftsmanship is on display for London Craft Week. Special events showcase the hidden skills this city is famous for.

### 11. Scully St James's

4 St James's Market, SW1Y 4AH

**Four things you should eat**

**at Scully St James's • p26-27**

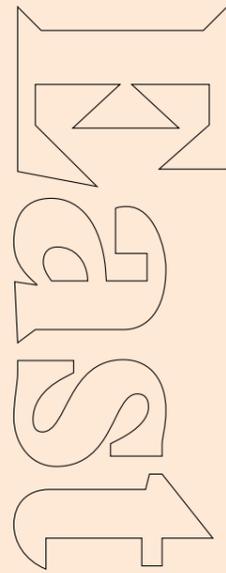
The ex-head chef from NOPI's new venture takes diners on a global journey.



**One of a Kind**

SINCE 1661

## ST JAMES'S LONDON



## FOOD & DRINK

### Anzu

Japanese brasserie by the masterminds from Tonkotsu. [1 Norris Street, SW1Y 4RJ, anzulondon.com](#)

### Aquavit

Nordic restaurant which has just earned its first Michelin star. [1 Carlton Street, SW1Y 4QQ, aquavitrestaurants.com](#)

### Duck & Waffle Local

Bright, modern, fast-food style restaurant with duck-based menu, cask wines and cocktails on tap. [52 Haymarket, SW1Y 4RP, ducklandwafflelocal.com](#)

### Ikoyi

Chic space with decor that reflects the cuisine: a modern twist on authentic West African flavours. [1 St James's Market, SW1Y 4AH, ikoyilondon.com](#)

### Milos

High-end seafood with fresh fish flown in daily from Greece. [1 Regent Street St James's, SW1Y 4NR, milos.ca](#)

### Norte

Basque cuisine and bar, with colourful installation by Spanish urban artists Streets of Colour. [2 Regent Street St James's, SW1Y 4LR, norte.uk](#)

### Ole & Steen

Heavenly bakery from Denmark's favourites. [56 Haymarket, SW1Y 4RP, oleandsteen.co.uk](#)

### Paxton & Whitfield

London's oldest cheese shop, ages its rounds to perfection in cellars beneath. [93 Jermyn St, SW1Y 6JE, paxtonandwhitfield.co.uk](#)

### Rowley's

Peerless entrecôte steak and skinny fries, served in a Victorian butchers featuring beautiful original tiles. [113 Jermyn St, SW1Y 6HJ, rowleys.co.uk](#)

### Scully St James's

New opening from the former NOPI head chef. [4 St James's Market, SW1Y 4AH, scullyrestaurant.com](#)

### Urban Tea Rooms

Smart all-day cafe with homemade cakes and British/international snacks. [2a St James's Market, SW1Y 4SB, urbantearooms.com](#)

### Villandry

French-Mediterranean all-day cafe par excellence. [12 Waterloo Place, SW1Y 4AU, villandry.com](#)

## FASHION

### Church's

Shoemakers have followed in this company's footsteps since their 1881 invention: differently-shaped shoes for right and left feet. [108-110 Jermyn St, SW1Y 6EE, church-footwear.com](#)

### Dover Street Market

Five floors of beautiful chaos, a labyrinth of fashion and lifestyle goodies, plus Rose Bakery upstairs. [18-22 Haymarket, SW1Y 4DG, doverstreetmarket.com](#)

### JM Weston

Shoemakers to French presidents, their London shop mixes English manners with Gallic flair and finesse. [60 Jermyn St, SW1Y 6LX, jmweston.com](#)

## EAST / GUIDE

### John Smedley

British-made cashmere, cottons and knits since the late 18th century. [55 Jermyn St, SW1Y 6LX, johnsmedley.com](#)

### Joseph Cheaney & Sons

Contemporary, hand-crafted shoes with over 150 years of history to boot. [21b Jermyn St, SW1Y 6HP, cheaney.co.uk](#)

### N.Peal

Seasonal cashmere collections for men and women, from Mongolia. [217 Piccadilly, W1J 9HW, npeal.com](#)

### New & Lingwood

From tailored paisley dinner jackets to luxury gowns and shoes, plus Eton uniforms, all from a fully revamped store. [53 Jermyn St, SW1Y 6LX, newandlingwood.com](#)

### Norwegian Rain

Three-way concept store by Norwegian Rain, T-Michael and Modern Tribute offering Scandi raincoats, tailoring and vintage furniture. [193 Piccadilly, W1J 9EU, norwegianrain.com](#)

### Paul & Shark

Italian clothing brand founded in 1975 by Paolo Dini, specialising in technical materials. [20 Regent Street St James's, SW1Y 4PH, paulandshark.co.uk](#)

### Sunspel

Home-grown experts in modern luxury basics, introduced boxer shorts to the UK and reintroduced a line in the coveted Sea Island Cotton. [21a Jermyn St, SW1Y 6LT, sunspel.com](#)

### Tiger of Sweden

Fashion-forward brand that started life in a remote Swedish fishing village in 1903. [210 Piccadilly, W1J 9HL, tigerofsweden.com](#)

### Turnbull & Asser

Highly respected shirtmakers with a colourful history. [71-72 Jermyn Street, SW1Y 6PF, turnbullandasser.com](#)

### Wonderland

A riot of colour and activity, the first retail endeavour by Wonderland magazine. [192 Piccadilly, W1J 9ET, wonderlandmagazine.com](#)

## LIFESTYLE

### Arc'teryx

Acclaimed Canadian technical apparel company's UK flagship [212 Piccadilly, St. James's, W1J 9HL, arcteryx.com](#)

### Aspinal of London

Timelessly handcrafted leather goods, plus in-store gifting and personalisation service too. [16 Regent Street St James's, SW1Y 4PH, aspinaloflondon.com](#)

### ASSOS

Precision cycle gear, worn by commuters and Tour de France competitors alike. [18 Regent Street St James's SW1Y 4PH, assos.com](#)

### The Bike Rooms

Clean, white space with racks of sleek big-brand bicycles, shows how technical forms can transcend into art. [4 Regent Street St James's, SW1Y 4PE, thebikerrooms.com](#)

### Jigsaw

The St James's Emporium stocks Jigsaw womenswear and menswear, A by Jigsaw and gifting and beauty from The Shop at Bluebird. [22 Regent St, SW1Y 4PH, jigsaw-online.com](#)

### Farlows

Kitting out country gentlemen for 175 years, with leather bags for shooting and walls of brightly coloured fishing lures. [9 Pall Mall, SW1Y 5NP, farlows.co.uk](#)

### La Martina

Outfitters and accessory makers to the Federation of International Polo and the English national team. [23 Jermyn St, SW1Y 6ST, lamartina.com](#)

### Maison Assouline

Indulge in lifestyle reverie in the Maison Assouline with their cases of luxe books. [196a Piccadilly, W1J 9EY, assouline.com](#)

### Orvis

Outdoor specialists who have moved from Dover Street into a larger, modern space. [11b Regent Street St James's, SW1Y 4LR, orvis.co.uk](#)

### Osprey London

Leather goods and handpicked homewares from across the globe, with a charming café in the old vaults below. [27 Regent Street St James's, SW1Y 4NQ, ospreylondon.com](#)

### Smeg

Featuring the full range, including hand-painted Dolce & Gabbana fridges and cookery demo auditorium. [St James's Market, SW1Y 4PH, smeglondon.com](#)

## ARTS & CULTURE

### Philip Mould

The celebrity dealer has furnished this huge three-storey space with a focus on British art through the ages. [18-19 Pall Mall, SW1Y 5LU, philipmould.com](#)

### Dickinson

Bold gallery with impressive, hidden space, leaders in British Old Masters. [58 Jermyn St, SW1Y 6LX, simondickinson.com](#)

### ICA

Cutting-edge art gallery, showing innovative practice in film, photography and digital art. [The Mall, SW1Y 5AH, ica.org.uk](#)

### Jermyn Street Theatre

London's best off-West End. [16b Jermyn St, SW1Y 6ST, jermynstreettheatre.co.uk](#)

### Mall Galleries

Home of the Federation of British Artists, and venue for annual art society reviews and competitions. [The Mall, SW1Y, mallgalleries.org.uk](#)

### Theatre Royal Haymarket

Grand theatre, also home of Masterclass programme of free acting classes. [18 Suffolk St, SW1Y 4HT, trh.co.uk](#)

### Weiss

Dramatic gallery experience with works older than St James's, typically dealing in Tudor and Stuart portraiture. [59 Jermyn St, SW1Y 6LX, weissgallery.com](#)

### The London Library

The UK's leading literary institution with more than one million books in over 50 languages. [14 St James's Square, SW1Y 4LG, londonlibrary.co.uk](#)

## EAST / ARC'TERYX

# Arc'teryx

Canadian outdoor brand Arc'teryx has everything you need for a spring adventure

Words: Miranda Eason

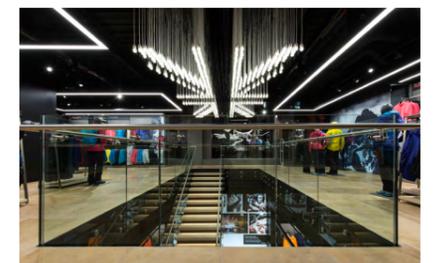


The mind-and-body benefits of spending time outdoors in nature are certainly well documented: and, whether you're more likely to get your wellbeing boost strolling through one of London's Royal Parks or hiking rugged terrain on a weekend away from the city, innovative Canadian outdoor experts Arc'teryx have you covered.

Founded in Vancouver in 1989, and built on the principle of obsessive, precise design and production, Arc'teryx is renowned for highly technical garments and kit that's big on innovation and style but will withstand even the harshest of conditions. The brand's HQ is still based in Northern Vancouver, where designers can get inspiration straight from the mountains, which are just 15 minutes away.

The Arc'teryx Piccadilly store in St James's opened in August 2015 and was the first standalone Arc'teryx shop in Europe. Set over two sleek, ultra-modern floors, it is the perfect backdrop for the brand's minimalist aesthetic and punchy colour palette. Design flourishes like the overhead lighting organised into a giant Union Jack are a fun yet stylish nod to the location, while a blackboard displaying current mountain conditions at locations from Ben Nevis to Whistler will have you dreaming of future adventures. The brand is big on community with regular in-store events such as athlete talks and workshops on altitude training providing inspiration plus education. Check their Facebook and Instagram feeds to keep you up-to-date with upcoming events.

Two spring launches from the brand have tricky transitional season dressing sorted. The Cerium SL Hoody is a lightweight down jacket, that's incredibly warm and easily compressible for space-saving packing. The lightweight Atom SL Vest is constructed with synthetic insulation, which (unlike down), continues to keep you warm, even when it gets wet. You'll be ready for unpredictable spring weather, even if your plans don't get more adventurous than dodging the odd downpour across SW1.



Arc'teryx Piccadilly  
[212 Piccadilly, W1J 9HL](#)  
Latest events and news:  
[facebook.com/arcteryxpiccadilly](#)  
[facebook.com/stjameslondon](#)



**“The drink has been produced in Scandinavia since the 16th century”**



# The Old Nordic Spirit

**Drinks scribe Matthew Day knows a fair bit about the strong stuff, yet he still learned plenty at a St James’s Masterclass**

Words: Matthew Day Event photography: Andre Ainsworth



UK, which used to be consumed daily, aquavit was considered old-fashioned and would only be for the older generation or at set times during the year like Christmas.

“New Nordic Cuisine has played its part” said Fjeldsrud, “But also mixologists have embraced aquavit as an exciting ‘new’ base allowing them to craft cocktails with new and distinctive flavours.”

But we are getting a

In the halo of Copenhagen’s Noma (almost always voted World’s Best Restaurant) New Nordic Cuisine has exploded onto the global scene. At the same time, another much quieter movement is slowly gathering speed, shedding the moss gathered over the past 50 years.

Aquavit London (the St James’s Market-based sister of two Michelin star Aquavit in New York) takes its name from the quintessentially Scandinavian drink derived from Latin aqua vitae (water of life). They are part of a growing global community working to revive this old Nordic spirit. As well as offering the largest collection of aquavits in the UK, the restaurant also runs a monthly event in the St James’s Masterclass series, hosted here by Norwegian expert Jon Anders Fjeldsrud.

This drink has been produced in Scandinavia since the 16th century, but Fjeldsrud explained on my recent visit that in the 1970s its popularity started to wane as drinks like wine, vodka and gin started to take over. A bit like Port and Sherry in the

bit ahead of ourselves here. What exactly is aquavit? As someone who is meant to be a drinks expert, I have to admit that my preconception was completely wrong. Aquavits are not based on fruits like the French eaux de vie. In fact it is a clear spirit (minimum 37.5%) distilled from either grain or potato, and flavoured with herbs and spices. By law the predominant flavour must be either dill or caraway and cardamom, cumin, anise, fennel, lemon, orange peel and grains of paradise are also used. The recipe varies from distiller to distiller with each having their own secret formula. The spirit is then aged in oak casks which gives aquavit its yellowish hue. One of the most famous Norwegian brands, ‘Linje’ (equator), is transported in oak casks on container ships to Australia and back (twice crossing the equator). The fluctuating temperature, humidity and constant movement accelerates the aging process adding to the flavor of the spirit. The spirit is bottled once back in Norway and stamped with the name of the ship it sailed on.

Aquavit is commonly served as ‘snaps’ (shots) at Christmas, Easter and Midsummer festivities, which are downed between gulps of beer and refrains of bawdy drinking songs. The elixir of herbs, spices and high alcohol is said to help digest rich and fatty meals that typically include lamb, pork, pickled herring, gravlax and crayfish depending on the occasion and time of year. A good time – and a hangover – are almost guaranteed.

For a more sedate experience Aquavit London has a dedicated trolley in the dining room to encourage guests to try a shot or two with their meal, and many of the smörgåsbord small plates are paired with a specific type of aquavit served at room temperature. Scandinavians often serve ‘snaps’ from frozen bottles, but Fjeldsrud explained that drunk too cold, much of the flavour and aroma are lost. The top shelf of the Aquavit London bar groans with over 100 different rare and unique varieties (many otherwise unavailable in the UK) and their mixologist offers to incorporate them into a wide range of Nordic-inspired cocktails.

The aquavit movement is advancing apace, and the only moss gathered will be served with your pine-infused smoked elk. Skål!

Monthly masterclasses cost £20 and include five shots, a cocktail, plus Nordic nibbles. More info and to book tickets: [aquavitrestaurants.com](http://aquavitrestaurants.com)

# Treading lightly

**A laser-etched Cheaney shoe reveals how technology can be used to enhance the craft of Jermyn Street's outfitters**

Words: Tom Kihl

Northamptonshire has been at the centre of fine British shoemaking for generations. Today's heritage manufacturers have weathered the swirling tides of progress and globalisation thanks to the expertise of their workforce and the qualities of their products, which remain unsurpassed.

Joseph Cheaney & Sons is a relatively young brand when lined up alongside some of its esteemed neighbours in Jermyn Street. Back in 1886, Joseph Cheaney was a pillar of the community in his Northamptonshire home town of Desborough. Traditionally, shoes had been handled by a series of specialists, often working from garden sheds on one particular task. Cheaney was among the pioneers of bringing the entire process under one roof. Years later, when other manufacturers began outsourcing the initial production of leather uppers to the Far East, the brand persisted in keeping everything under that very same roof, as it has been since the turn of the last century.

This unflinching Midlands heritage led cousins William and Johnathan Church to sense an opportunity, and buy out the Cheaney brand from their then Prada-owned family business Church's. With a resurgence of popularity for quality shoe and boot-making, it was a shrewd move. They opened on Jermyn Street in 2014, and the shop is now their flagship.

"When we took over eight years ago, the brand had been in the shadows of the larger Church's group," joint owner William Church tells us. "I'd often cringe back then when people asked where they could find the shoes in central London, as we'd have bits of the collection dotted about, a small outlet in Piccadilly Arcade, but nowhere really showcasing what we were all about."

With at least sixteen other high-end shoe shops on Jermyn Street, it's a competitive environment for any footwear

company, but equally essential to the Church cousins' plan to put their heritage brand up where they felt it deserved to be.

"We're very much the manufacturer," continues William, "and we tried to reflect that connection to industry in the design and fitting of this shop. We can honestly claim that fact, while many others can't, so it's important we make the most of it."

For this edition of *The Correspondent*, we wanted a striking cover image to illustrate a wander through the streets of St James's. Combining a map with the intricate quality footwear available in this neighbourhood proved the winning idea, but one that would previously have taken an unmanageable amount of detailed work. The latest laser technology put this vision within reach. Where previously innovation may have threatened artisanal traditions, here it's being harnessed to enhance them.

Laser cutting allows greater levels of workmanship in the quality shoe and other industries, as William explains.

"Traditionally 'clickers', as we call them, would have brass bound patterns that they'd place on the leather and cut around with a knife," he says. "That evolved into press knives, where metal in the required shape was pressed down to stamp the leather section out. More recently we invested in software-based cutting tables, where we can develop and grade a pattern and project it directly onto the skin for very detailed precision cutting. You're not losing any of the skill of the clicker who cuts the shoe, because how they use the leather is still really important, but you are

letting the machine do the graft, which is essentially cutting around the shape. For a Victorian shoe factory, when an opportunity arrives that supports and assists what we're already doing, we take it. We're labour intensive, with 140 people making around 1500 pairs of shoes each week, so it's still very intense."

It would be incredibly difficult to achieve this detail by human hand, so it's not replacing a skill, but complementing what already exists. And although Cheaney's don't usually offer laser work on their shoes (unless you ask very nicely), William is a fan of the results. "These kinds of technology can promote traditional products to a new level, and make the craftsmanship noticed in ways it might not otherwise have been. It's a tool for enhancing what we've done in Northamptonshire for hundreds of years."

Joseph Cheaney & Sons  
21 Jermyn Street, SW1Y 6HP  
[www.cheaney.co.uk](http://www.cheaney.co.uk)



# Win the ultimate St James's day out

In this edition of The Correspondent we've highlighted just how rewarding it can be to take time, explore and really get under the skin of St James's. But not content with recommendation alone, we're also offering one lucky reader and their guest the chance to shop, eat and be entertained within these exciting and historic streets, for free.

Our prize draw consists of the following package for a day out in St James's, including:

- 1 £150 gift card to spend in Jigsaw, St James's Market
- 2 Dinner for two from the pre-theatre menu at Milos
- 3 Two tickets to the show of your choice at Jermyn Street Theatre

To enter, simply email your name and contact info into the prize draw at: [competition@stjameslondon.co.uk](mailto:competition@stjameslondon.co.uk)

#### Terms and Conditions

This prize draw is free to enter. The will be one winner. The prize draw starts on 23rd April 2018. The prize draw is open until 27th May 2018. The winner will be chosen randomly after this date and contacted within 7 days of being chosen. The prize must be acknowledged by the winner 24 hours after notification (via email) of winning. If the prize is unacknowledged after reasonable efforts have been made to contact the winner, a new winner will be picked at random. All entrants must be 18 or over and be living in the UK at the time of entry. The promoter accepts no responsibility for entries not successfully completed due to a technical fault. All aspects of the prizes are non-transferable. All the vouchers could not be exchanged for cash. As a St James's London Prize winner, you expressly grant St James's London and The Crown Estate the right to use your name and photograph in any publicity materials displayed in the UK and online for the following 2 years. Any data captured will be used in accordance with the St James's online privacy policy and will not be shared with any third parties. It will be used by St James's London, The Crown Estate only in the execution of this promotion and its related publicity. The promoter is St James's London by The Crown Estate, 1 St James's Market, London, SW1Y 4AH. Any queries should be addressed to [stjames@anmcomms.com](mailto:stjames@anmcomms.com). Prizes are non-transferable and non-refundable. Terms and conditions for each daily prize apply. Jigsaw gift card is valid for 2 years from the 1st May 2018 Milos dinner is valid for 1 year from the 1st May 2018 Jermyn Street Theatre - 2 tickets to "The Play About My Dad" concluding on the 21st July 2018. The tickets are valid to all performances apart from the press nights (21st, 22nd of April, 1st May, 1st and 29th June).



# Spotlight on St James's

Plenty goes on behind the scenes ensuring there's always something worth seeing in the neighbourhood. Here are a couple of the shiny new things to look out for this spring

## New Pavilion exhibition

When St James's Market was developed as the first brand new public space in the West End for many decades, an ever-changing display of art was always imagined at its heart. The Pavilion - located directly opposite the outdoor terraces of the Market's enviable restaurants - is key to this programme. The latest installation, an interactive three-dimensional brass map of the area, has just been unveiled. The new piece offers passers by a hands-on opportunity to uncover more of what St James's has to offer. All the key landmarks, roads and buildings are depicted in conductive brass, so when each is touched, it triggers one of eighteen associated wooden cabinets containing a related artefact. These include a gavel from world famous auction house Christie's, a shirt and tie specially commissioned back in 1974 for the movie *The Great Gatsby* (and now available once more) from Jermyn Street's Turnbull & Asser, a large cheese from longstanding Royally-appointed cheesemongers Paxton & Whitfield, and corks from equally deep-rooted local wine merchants Berry Bros & Rudd. You'll discover where the bowler hat, eyeglasses, Scotch eggs and Jame's Bond's infamous shaken not stirred Martini were all invented. The piece serves not only as an artwork, but a dynamic way to pique the curiosity of visitors and residents into exploring the rich diversity of treasures to be found in these venerable streets.



## New online

Accompanying the new Pavilion installation comes a fully reimagined website at [www.stjameslondon.co.uk](http://www.stjameslondon.co.uk). It's a showpiece for this famous, loved, but often still a touch undiscovered part of central London. Key to the concept is a simple but effective curation tool, that generates your own personalised guide to the area in around a minute. Simply tick boxes stating your chosen preferences, such as dining, shopping or art, plus the time of day you intend to enjoy them, and the clever gizmo produces a bespoke itinerary for your entire visit. You'll also find all the very latest events, news and detailed destination guides. It's a true digital companion to your regular edition of the St James's Correspondent, in fact.



## Crafty City

May sees a celebration of skill and expertise across town during London Craft Week. Here are a few local highlights

The capital is soon to be transformed by a five-day exploration of exceptional craftsmanship. Now in its fourth year and firmly cemented into the cultural calendar, London Craft Week is a citywide celebration of talented creators spanning hundreds of locations.

It offers an opportunity to admire, appreciate and better understand how our most revered and yet-to-be-known makers, brands and galleries create their works.

St James's will be embarking on a 'journey of discovery,' guiding visitors from tucked-away studios on cobbled side-streets to the esteemed stores lining the area's iconic parades.

Notably, quintessential tailor for English gentlemen, **New & Lingwood** (53 Jermyn St), will be demonstrating the Art of Silk: showcasing the artistry behind this luxurious fabric in their meticulous tie and gown designs (Thurs May 10th).

Next door on the same day, (55 Jermyn St) knitwear connoisseurs **John Smedley** have the opportunity of meeting their team of British craftsmen and women to see how they work, with a free bespoke embroidery service to customise either your existing John Smedley garments, or any purchased on the day.

Look out for demonstrations of the embroidery techniques used by **Hand & Lock** on ornate motifs and monograms for **Edward Green's** customisable slippers (75

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**“from tucked-away studios to esteemed stores”**

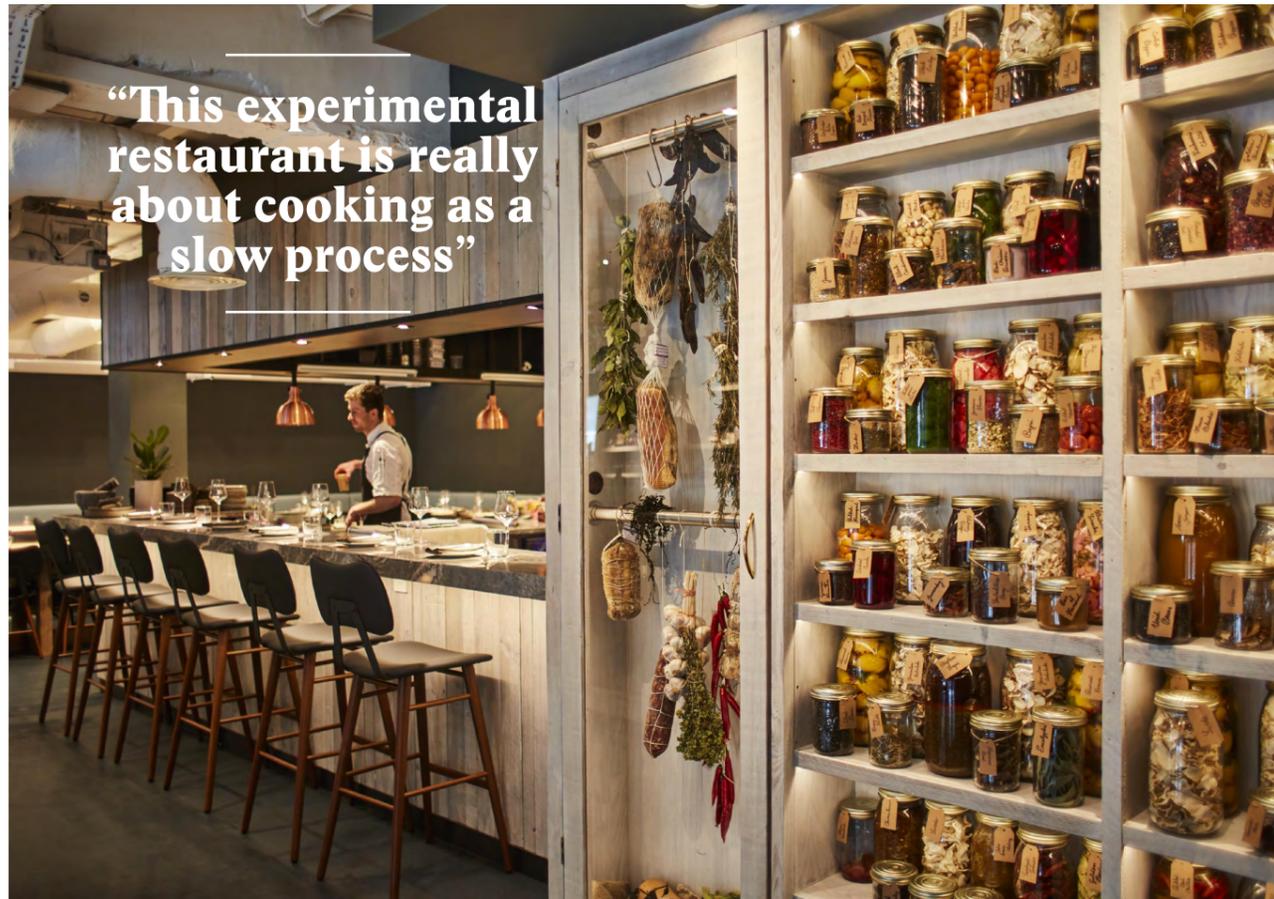
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Jermyn St). Or perhaps enjoy hand-enameling a pair of your own cufflinks at **Deakin and Francis**, (19-21 Piccadilly Arcade, Wed 9th - Fri 11th) with masters in this skill that dates back over 2,000 years to the Pharaohs, and remains unchanged.

Also there's a whole host of things to do and see at **Fortnum & Mason** (181 Piccadilly) all week, or even try perfume-making at **Floris** (89 Jermyn St). More on those events can also be found on p.3.



London Craft Week runs 9-13 May  
Info and booking: [londoncraftweek.com](http://londoncraftweek.com)  
[stjameslondon.co.uk](http://stjameslondon.co.uk)



“This experimental restaurant is really about cooking as a slow process”



Sticky butternut salad, apple shrub



Arepa, eggplant sambal, bergamot labneh

# Four things you should eat at Scully St James's

The ex-head chef from NOPI's new venture takes diners on a global journey

Words: Stephen Emms



Tucked away off the main piazza of St James's Market, on a narrow pedestrianised alleyway leading down to Charles II Street, is this immensely stylish new restaurant from Ramael Scully, former head chef of Yotam Ottolenghi's acclaimed Soho off-shoot, NOPI.

Like nearby Ikoyi, the lauded West African restaurant which topped many food critics' end-of-year charts, this new arrival is serious. In a good way. The discreet entrance sets the tone: the first thing you see are captivatingly colourful jars lined up on wooden shelves, storing an array of (actual) pickles, syrups, shrubs, preserves, fermented fruit and vegetables. And this is no mere decoration: these items, as we discover, form the basics of Scully's larder, adding layers of flavour and originality: this experimental restaurant really is about cooking as a slow process.

Front-of-house is welcoming and accommodating. We hadn't booked, (but strongly recommend doing so) yet were happily seated at a perfect corner table, a vantage spot to admire the interior, all natural wood, duck-egg blue and grey marble. There are pendants and big industrial extractors throughout, but inevitably all eyes are focused on the central open kitchen, in which everything is on show. It proves mesmerizing to watch the team prepare the food, not a voice raised – at least not on our Monday night visit.

Healthily nomadic, Scully's aim is to “take diners on a journey around the world”, from his childhood home in Malaysia to the

kitchens in Sydney where he trained, and trips to the Middle East, Russia and Europe. He has, in fact, been based in Britain since 2004, when he started working at Ottolenghi's first outpost in Islington. He then moved to NOPI as head chef in 2011, remaining at the helm until last year. And now, after over a decade cooking side by side with Ottolenghi and Sami Tamimi, this opening, backed by Yotam's family, is the latest step in what appears a wholesomely collaborative relationship.

## VEGETABLE JERKY

Each dish is extraordinarily beautiful: this tasty snack comprises two tumblers of vegetables on an earthenware plate, dusted in powder. The carrot is dehydrated for up to seven hours, while strands of beet – which have the texture of liquorice – are served with blobs of cashew nut cheese. An intriguing start, it's a real conversation piece.

## AREPA, EGGPLANT SAMBAL, BERGAMOT LABNEH

A Columbian (and Venezuelan) staple, arepa is a fried golden patty of maize flour, often eaten as a breakfast item. Here it's served pleasingly outsize, allowing the disc to be shared between two and spooned with a dark mound of rich aubergine in sambal, the spicy

paste made from chilli peppers, garlic, ginger, shallots and lime juice. Creamy yoghurt with a hint of bergamot – the sour citrus fruit that gives Earl Grey its distinctive taste – adds contrast and luxury.

## STICKY BUTTERNUT SALAD, APPLE SHRUB

Another eye-catching plate, the vivid green shrub – or apple vinegar, reduced for two hours – is poured by the server around bright orange chunks of very slow-roasted squash, strewn in a tangy nest of seeds, green beans and spring onions. The texture of the squash is so candied, in fact, that the flesh melts quite literally in the mouth.

## OCTOPUS, SALT-BAKED AVOCADO, BLACK GARLIC

A stand-out dish. The tentacles are steamed in a warm bath for six hours, producing butter-soft results, the caramelized garlic adding sticky, subtle, and slightly acidic sweetness. Meanwhile the pale whorl of avocado is the result of the fruit being baked for thirty minutes, giving a marzipan-creamy texture. Most surprising? The tomatoes, zingily sweet and adding a fresh piquancy to an otherwise earthy plate.

Scully St James's,  
4 St James's Market, SW1Y 4AH  
[scullyrestaurant.com](http://scullyrestaurant.com)

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