

# ST JAMES'S CORRESPONDENT

SUMMER 2018



**A magazine for the  
original trendsetter,  
St James's**

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Artists Cornelia Parker,  
Grayson Perry, Rosie  
Wylie and Joe Tilson  
adorn the area to  
celebrate 250 years  
of the RA

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We talk trends with  
Grace Gilfeather,  
curator of St James's  
London Fashion Week  
Men's show

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Discover the trailblazers  
that shaped St James's



**One of a Kind**

SINCE 1661

# Welcome

## CORRESPONDENT

SUMMER 2018

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ST JAMES'S  
LONDON

THE CROWN  
ESTATE

St James's London,  
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Summer always produces an extra spring in the step across St James's, but this year feels particularly special. Not only are there key events to look forward to such as a season of summer markets (p.18-19), Mayfair Art Weekend (see p.6), and the arrival of London's latest Italian fine dining hotspot (p.27), but everything is dominated by the ongoing 250th birthday celebrations of the Royal Academy.

In this issue, the Correspondent shines a light on this unrivalled richness of cultural activity, and plenty more too. From the RA250 public art commissions currently fluttering above us (p.4-5), to highlights from June's London Fashion Week Men's (p.8-10), which once again saw the eyes of the world on St James's, as Jermyn Street was transformed into a trailblazing catwalk.

A neighbourhood renowned for its trendsetters through the centuries clearly showing how it intends to lead the way today, and tomorrow. So in this issue we also celebrate people, styles and innovations with roots here (p.22-24) that have gone on to change the world.

Read on and discover more about an area that's forever one of a kind.



## One of a Kind

SINCE 1661

# Calendar Ideas

From theatre to music, art events to food tastings, here are some local dates for the diary this season

## Secret Summer Mkt

With events throughout the summer, including Wimbledon screenings, regular food pop-ups and acoustic acts playing live, St James's Market is the hub of all local activity. No tickets required. See the full feature on p.18-19.

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

## Exhibitions and Festivals

St James's galleries are, of course, busy over the coming months, with local highlights including the culmination of Whitford Fine Art's latest Caziell exhibition, with a free lecture by his daughter on July 1st. Meanwhile, Mackinnon Fine Furniture presents Great Provenances: Antiques from Notable Collections, featuring a curated selection of exceptional 18th century antique furniture and art, all with fascinating back-stories, which runs to July 13th. And remember, alongside the ongoing RA250 festivities (see p.4-5) the mighty London Design Festival will return 15th-23rd Sept to celebrate the city's position at the forefront of the design world, including many locations across St James's.

More info: [stjameslondon.co.uk/events](http://stjameslondon.co.uk/events)



## Nocturnal Pleasures

For one magical night this summer, the Royal Academy will be reimagined as one of Georgian London's fantastical pleasure gardens. Expect a plethora of traditional and modern delights including spectacular illuminations, moonlit

dancefloors with DJs and live acts, cabaret and parlour games, immersive art and even a secret gin grotto. The dress code encourages foliage and feathers, so there's plenty of scope to get fully involved.

Sat 21st July, 1pm-midnight,  
Royal Academy, Piccadilly, W1J 0BD  
Tickets: [royalacademy.org.uk](http://royalacademy.org.uk)

## Poetic Love and Loss

Jermyn Street Theatre's big summer show is Hymn to Love, a homage to the great Edith Piaf. Via thirteen of her songs, it tells the story of her lover, Marcel Cerdan, whom she convinced to overcome his fear of flying to join her on tour, only for his plane to tragically crash on route. Over at the Theatre Royal Haymarket, Broken Wings is a new musical adaptation of Kahlil Gibran's 1912 masterpiece about his own first love. It's themes - of freedom, equality, belonging and love - highlight key issues of the time which remain relevant over a century later.

Hymn to Love: 25 July - 18th August  
Broken Wings: 1st - 4th August  
More info: [stjameslondon.co.uk/events](http://stjameslondon.co.uk/events)

## One of a Kind Masterclasses

St James's cerebral event series continues with a truly diverse selection of masterclasses from some of the area's world-renowned experts. Look out for the Alan Cristea Gallery's printmaking session in June, including a private viewing of current works by contemporary artists. In July, Ikoyi in St James's Market will, via a six-course tasting menu, inform attendees all about eating Manx Loaghtan, a rare four-horned breed of lamb from the Isle of Man. August sees a chance to enter The Stafford Hotel's 380-year-old wine cellar for a tasting and tour, September sees the focus shift to fashion, as Jigsaw will present their London Fashion Week pieces, and then in October, Dukes Hotel will pair English sparkling wines with a special tasting menu.

More info and tickets: [stjameslondon.co.uk/events](http://stjameslondon.co.uk/events)



# RA250 Flags: Celebrating Art in the West End

The streets of St James's are currently adorned with works by some of the country's top artists. Here's why

Words: Clare Hand

To mark the Royal Academy's 250th anniversary, this year's prestigious Summer Exhibition is spilling out onto the streets of St James's and the wider West End.

Four acclaimed artists, each a distinguished member of the Academy, have created a combined collection of 200 flags to mark the institution's quarter century.

Look up, and you'll see bespoke contributions from Cornelia Parker, Grayson Perry, Rosie Wylie and Joe Tilson adorning Regent Street St James's, Piccadilly, Regent Street and Bond Street throughout the summer.

Cornelia Parker's Regent Street St James's flags (see p.5, opposite) are taken from her *One Day This Glass Will Break* series, which she describes as "recent photogravure prints I made using familiar everyday objects." But, she continues "my still lives are not so still, the prints I created capture moments of flux. The images become re-animated when the wind blows."

Grayson Perry's pieces line Piccadilly, and stylistically, have been inspired by the Asafo flags traditionally made by the Fante people of West Africa.

They depict an assortment of subjects, ranging "from selfies and



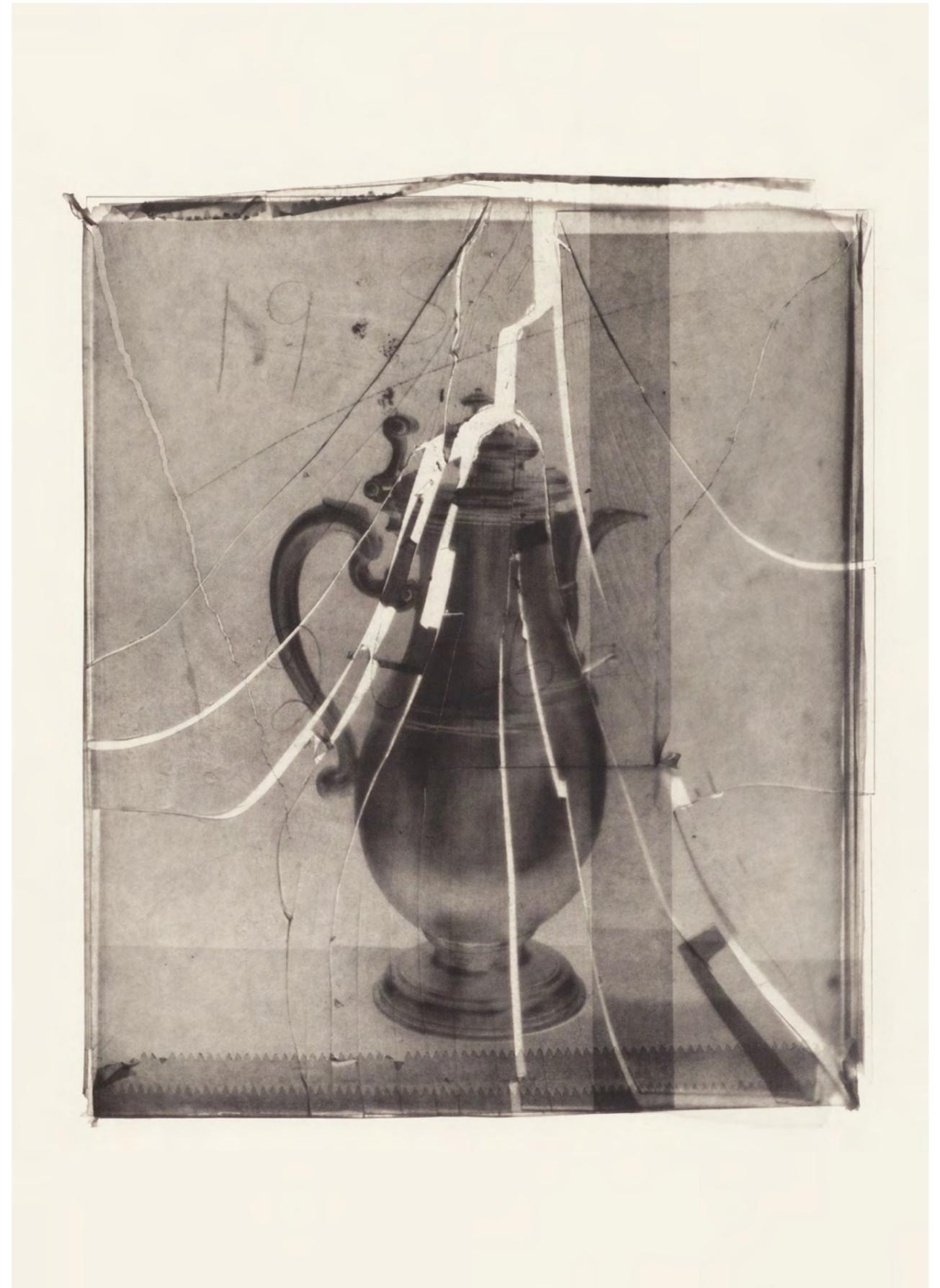
shopping to Oscar Wilde and my cat Kevin," he says. The works are a combination of "doodles and sketches that came to me spontaneously," he says. "Mainly I wanted to fill the street with lively colour."

Meanwhile, Rose Wylie decided to use details of her recent *Lolita's House* series for the flags of Bond Street. They beautifully depict her ongoing fascination with the shifting nature of memory and the multi-layered external associations that become attached to it over time.

Finally, over on Regent Street, Joe Tilson drew inspiration from his paintings

of "the historical architecture and churches of Venice," a city that has inspired him since his first visit in the 1950s. The paintings themselves will also be on display in the Summer Exhibition 2018.

RA250, June to August, various sites  
More info: [royalacademy.org.uk/ra250](http://royalacademy.org.uk/ra250)



# Art All Weekend Long

The biggest ever Mayfair Art Weekend is imminent. We speak to organiser Victoria Luxem for her tips on how to make the most of it

Interview: Sarah Hyde

## What do you feel is special about Mayfair Art Weekend?

It's for all; it completely democratises the arts. Anyone, whether an art aficionado or someone with an untapped curiosity can join in the free events. It's a chance to wander around the historic, beautiful streets of St James's and Mayfair, discover some of the smaller galleries you may not usually explore, engage in artist-led discussions and enjoy some delicious street food. We have a wonderful team of over 45 volunteers – art students and recent graduates – on hand to offer advice, recommendations and enthusiastic art-related chatter.

## How are things shaping up in 2018?

As with any kind of initiative, these things take time to grow. The event is now in its fifth year and feels bigger than ever. It has so much more energy now, with amazing partners involved. We are now in our second year partnering with the Royal Academy of Arts, which is busy celebrating its 250th anniversary (see p. 4-5) and this has naturally given us more gravitas, and also more scope to grow. The courtyard at The RA is the hub for all this year's events. We open with the free Gallery HOP!, where visitors can take a self-led route across the area's many galleries, with cocktails courtesy of Sipsmith Gin and Fevertree. This year, a new element is the Long Artists' Lunch on Sunday afternoon, where Burlington Gardens will be temporarily pedestrianised to accommodate an afternoon of delicious food, art and lively conversation. It's hosted by British artist and Royal Academician Patrick Brill, better known by his pseudonym Bob and Roberta Smith, with lunch served on a 15-metre-long surrealist art themed tablescape complete with lobster chairs designed by duo Philip and Charlotte Colbert.

## What else should we keep an eye out for in St James's?

There is so much to select from, but I'm particularly looking forward to Georgina Adam and Stephanie Dieckvoss in conversation on the topic: Is Faking on the Rise. Also, The Mall Galleries exploration of The Art of Collecting, with works from various majors including the Fleming and the Jerwood collections. Christo and Jean Claude, A Life of Projects will be exhibited at Stern Pissarro, 66 St James's Street



complementing the great Mastaba project on The Serpentine Lake, where you can learn how the artists imagined and funded their amazing temporary projects by selling drawings. Lacerated Rhythms at Whitford Fine Art, 6 Duke Street, explores the work of French Abstract Painter Caziél, while Stoppenbach and Delstre at 17 Ryder Street will be exhibiting French works. Richard Prince, Early Joke Paintings, will be on show at The Skarstedt Gallery, 8 Bennet Street, and finally Christie's will be providing a friendly welcome and allowing visitors to see inside the great rooms of this famous auction house. But mostly I just enjoy wandering the streets, which will be abuzz with people, from young art students to families, hopefully all discovering things that will inspire them in the years to come.

[Mayfair Art Weekend, 29th June - 1st July](http://mayfairartweekend.com)  
[mayfairartweekend.com](http://mayfairartweekend.com)  
[stjameslondon.co.uk/events](http://stjameslondon.co.uk/events)



# All Good for Goodman

Art writer Sarah Hyde drops in for the lowdown on local newcomer Goodman Fine Art

Words: Sarah Hyde

As I enter Ryder Street, one of the first things I see is a man in a suit crossing the road holding a gilded frame. The sense of tradition is palpable, a far cry from the white canvas walls of an art fair. It is lovely to see business going on, as it always has here, up and down the street, from dealer to dealer.

Mark Goodman has recently taken over the lease at 37 Duke Street, one of the smallest spaces in the area, from former resident, the much-loved Julian Hartnoll, Artmonger. I join newcomer Mark for tea, to discover how the neighbourhood's newest gallerist is getting along.

"We may be a small space, but we pack a big punch," he smiles broadly. It's fair to say he seems to be thrilled to be the new kid on the block.

Mark did not begin life as an art dealer. He worked as a solicitor for Linklaters and Merrill Lynch and then as a fund manager before starting to deal art full time in 2009. He brings a 'can do' business approach into the art world.

"Goodman Fine Art is very open to business," he states, simply. He is buying as well as selling, offering part exchange and credit to keep things moving and proactively collaborating with other dealers whenever he can.

Mark explains, "working with others and being in the deal flow is one of the best things about this new location" and confides that since arriving in the neighbourhood, his business mix is a healthy fifty-fifty between trade and private clients. This does not mean that Mark is avoiding doing any fairs, though. "Two a



year is the absolute minimum I need to do to reach out to new clients, and I can meet over a thousand new contacts that way."

He is also consciously making his gallery open and accessible, especially to the vibrant footfall that travels past on its way to Christie's, another of the real advantages of his St James's location.

To this end, he is very excited about his upcoming Patrick Heron and Paul Feiler exhibition in June and two more joint 19th and early 20th shows with Canon Gallery in July and October. Although Goodman Fine Art specialises in modern British art, he is keen to add further strings to his bow, now he's settling in to his new home nicely.

[Goodman Fine Art, 37 Duke St, SW1 6DF](http://goodmanfineart.com)  
[goodmanfineart.com](http://goodmanfineart.com)



# Style on the Street

**She curates Jermyn Street's annual open-air catwalk for London Fashion Week Men's, so what are Grace Gilfeather's style tips for this season?**

Words: Tom Kihl

With 11 years under her belt at GQ Magazine, working her way up from unpaid intern to Fashion Editor, Grace Gilfeather is striking out. It's only been three months since she became an independent stylist, but you can tell she's enjoying herself, picking razor sharp wardrobes for music videos and ad campaigns alongside the more traditional magazine spreads. She's also returned as curator of St James's recent hit London Fashion Week Men's catwalk event (see p.10), which showcases the best of an area for which she clearly has a lot of love.

"There used to be this huge gap between men's high street fashion and the prices and services of Savile Row, but nothing much in between," she tells us. "Now, what Jermyn Street is doing really well is including a few of the more



accessible brands – like Jigsaw, Sunspel and Aquascutum – alongside the longstanding pioneers, so you get a bigger variety while still preserving that traditional aesthetic the area is renowned for. It's all well-made British style, but it doesn't have to cost thousands to buy a decent mac."

Having a catwalk running along the centre of St James's most famous shopping street for a day sums up the spirit of this



exciting new era, and Grace is careful to make the most of her role picking which items to feature on this unique, high profile platform.

"I adore the traditions of shopkeepers like New & Lingwood or Turnbull & Asser, who have had a home here for hundreds of years, but I always try and show the more contemporary items from them," she says of her runway selections. "I'm keen to keep a modern, fresh spin on things, to remind people that Jermyn Street is very much the place to go at the moment, as well as obviously having this incredible long history."

So, for the gentleman looking to pick up a few style tips to inform his next sartorial investment, what does Grace advise?

"Looks are certainly a lot more

relaxed right now," she says. "Less braces and ties, and you don't need a pocket watch and a hanky to look the business. It's possible to strip it down and make everything that much more comfortable and contemporary. You can still look incredibly smart in a pair of tailored trousers and a simple t-shirt. It's just where you source the items and how you put it all together."

As formality gives way to this casual-but-elegant aesthetic, it's also tempting wider experimentation too, a trend that is unchaining men from the rigid (and bland) classic colour code of navies, beiges and greys. The shopkeepers of Jermyn Street confirm that customers are buying far more adventurous shades today, from block colour chinos or blazers to more bold use of patterning, all of which

**"you don't need a pocket watch and a hanky to look the business"**

were reflected on Grace's catwalk. "Before, your everyday chap would brace themselves for a brightly coloured pocket square, sock or tie, most likely just for a wedding," she smiles, "but now it's totally accepted to wear, say, a powder blue unlined blazer with jeans and white leather trainers – you don't have to be a loud and flamboyant personality to pull it off."

For someone who has forged her career in menswear, readily acknowledging that it has been a long and often tedious →



including bespoke eyewear brand Cubitts in a dynamic show, curated by stylist Grace Gilfeather (see p.8).

As the only official event in London Fashion Week Men's that is open to the public, and a see-now-buy-now format in over 25 of the area's finest outfitters, the show is a perfect showcase for St James's, and highlights why, even after hundreds of years, Jermyn Street remains at the forefront of men's style.

Whether you just happened to be passing by, or had front row access to the catwalk, it was easy to get a good vantage to see a selection of the area's modern, refined and exciting clothing under the bright lights.

We spotted all manner of fashion royalty, each sporting their own striking summer looks for the many photographers, of course, from popular model David Gandy to GQ's Jim Chapman and Chinese superstar Hu Bing.

And with St James's many other businesses out on the street too, such as perfumers Floris, grooming experts Truefitt & Hill (see image top right) and Fortnum & Mason alongside assorted food trucks, there was a real buzz in St James's throughout the day. Put it in your diary for June 2019.

## ELEGANCE IN THE OPEN AIR

A bright and sunny Saturday in June proved the ideal background for what has become one of the most exciting – and accessible – events in the fashion calendar. For one day a year, St James's iconic home of menswear, Jermyn Street, is transformed into a catwalk. And, far from the usual ultra-exclusive guestlist, the public are very much invited along to rub shoulders with the VIPs.

A shared appreciation of style is all that was required, and the egalitarian spirit was very much extended onto the runway itself, as the street's heritage labels like the quintessentially British tailors New & Lingwood stood alongside contemporary newcomers,

challenge to be taken seriously as a female in the industry, she's delighted to be able to shake things up. "Listen," she says, leaning over almost conspiratorially "navy suits are still brilliant for certain occasions, but more and more men are realising they can invest in some key pieces and still look really smart wearing a simple cashmere jumper or cotton crewneck. They are having a bit of fun trying it out. I'm not the kind of stylist who wants to change anyone though," she states. "I'm here to make them feel comfortable, whether they are a Hollywood actor, in a band, or an everyday guy."

With Grace's smart looks in the heart of St James's again, we'd say her advice is spot on, especially when it comes to having a bit of fun playing with your style.

# A Cut Above

Oliver Cross, head cutter at distinguished tailors Benson & Clegg, shares his unusual route into the trade, and reveals this summer's tailoring trends

Words: Miranda Eason



**I followed my passion late, having previously worked in financial services.**

I studied at London College of Fashion, and constantly canvassed Savile Row and the surrounding tailors, but started to feel deflated. I was 26 and had a young daughter; most tailors start around 16. Finally Meyer & Mortimer took me on to work two days a week for free and I worked in a hat shop too. Six months later they employed me fulltime as a trainee cutter and I trained under Malcolm Plews, Prince Charles' military tailor. It was a dream come true.

**I'd knocked on the door at Benson & Clegg early on in my career, but they didn't have a position.** The trade's small, it's like a village. If someone's leaving, word gets around. Last year the role of head cutter at Benson & Clegg came up. It felt like a big jump, but one I could manage. I love my job, I hope to work in this trade until the day I drop.

**Harry Benson and Thomas Clegg were cutters from Hawes & Curtis.** They broke away to set up a tailoring lounge boutique, like a gentlemen's club. The Benson & Clegg house style is very West End - it's flattering, waisted with a slight skirt to it, something I've helped to evolve.

**Men aren't wearing structured suits to the office anymore, thanks to dress down Friday.** Sartorially speaking a sports jacket is the way forward. Historically it would have been sports attire, but I just mean an occasional jacket with softer tailoring. We're seeing more double-pleated, high-waisted trousers. That comes from the tailoring trade.

**"I hope to work in this trade until the day I drop"**

**Pastels, bold colours and colour blocking are very in for men.** I'd like to see more men wearing neck scarves, that Cary Grant Riviera look. Brian Wilson used to wear these excellent close-cut turtleneck polo shirts with three-quarter length sleeves, I'd love to see those come back for summer worn with high-waisted chinos.

**I see the world through my customers.** There's not one typical customer. You've got your traditional British family, where it would go that the father would buy the son his first bespoke suit, the son would forge a relationship with that tailor, he would grow old with his tailor, generation after generation. Young guys now also find us online and we get overseas customers coming in wanting the quintessential British look.

**Lapels are a thing of beauty. They set a suit apart and draw the eye.** I'm a big guy, I eat lapels up. Five-inch lapels look minute on me. I get so many compliments and for a fellow who's not got an athletic physique, to have people say, "You look great," is rewarding. It says you're doing your job right.

**It takes a long time to make a bespoke suit.** We're talking 40 hours to make the jacket alone, a full week's-worth of work. You don't get in and start on Monday morning and finish on Friday, there are stages. Everything's diarised, you work on a bit, put it to one side. For a three-piece suit, you're looking at about two weeks.

**You don't have to wear a close-fitting, uncomfortable suit to look good.** That's what's amazing about a fully bespoke suit, it's made to the contours of your body and you feel comfortable whether it's buttoned up or unbuttoned. The first bespoke suit I ever put on I remember thinking, "This is more comfy than a tracksuit."

9 Piccadilly Arcade, St James's, SW1Y 6NH  
[bensonandclegg.com](http://bensonandclegg.com)

# Prestat: Master Chocolatiers

Veterans of St James's launch a rose-coloured range

Words: Laura Evans



Taking a bite into a truffle is one of life's simple pleasures. With their handcrafted, artisanal creations, Prestat have been providing a valuable service on that front for over 100 years. Current owners (and half brothers) Nick Crean and Bill Keeling have been at the helm of the Princes Arcade premises since 1998, turning a run-down enterprise into a multi-million pound operation.

Nick equates chocolate with fun and happy memories. "My go-to in life tends to be our hand-rolled dusted Napoleon III," he says, "made with superb quality cocoa from São Tomé. They're what I remember buying my grandmother. But if I'm being very naughty, I love a Crunchie, and I don't mind saying that."

The team have recently launched a new assortment of goodies, using a ground-breaking product. "Ruby is the fourth and newest member of the family," says Nick, "the other three being milk, dark and white. It's been created by the world's leading producer Barry Callebaut, and retains a fresh colour, with hints of berry and fruit. It's delicious."

With that has come a different style of packaging at the hands of cutting-edge illustrator Storm Athill. "I'm very keen to expand to bring in a younger clientele," says Nick. "Brands need to always be aware of making themselves relevant to the next generation."

The outlet has recently undergone a refurb by designer Liza Campbell, and they've added a café. "The decor remains predominantly pink, blue and gold," says Nick, "but also includes notes from our new boxes and wrapping turned into

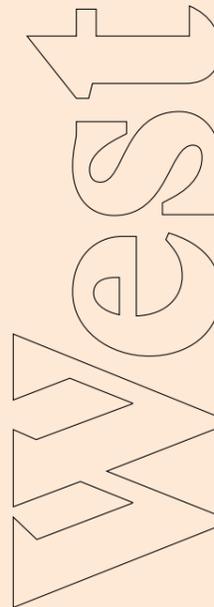
wallpaper. It's an evolved look. The emphasis is on theatricality and regality because obviously we're thrilled to have a Royal Warrant from Her Majesty The Queen. That's very central to our business."

"There are no other chocolate companies that Dahl wrote about so extensively," Nick says, talking about their connection with the eminent author of Charlie and the Chocolate Factory, and many more sweet-toothed children's titles. "I feel he would be incredibly pleased with our latest offering. He would perhaps think it was bonkers, innovative and childish. And I'd say he'd totally appreciate our revamped store." It's open now and ready for your perusal - which decadent morsel will you choose?

Prestat, 14 Princes Arcade, SW1Y 6DS  
[prestat.co.uk](http://prestat.co.uk)

**"There are no other chocolate companies that Dahl wrote about so extensively"**

## ST JAMES'S LONDON



### FOOD & 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](http://45jermynst.com)

#### Berry Bros. & Rudd

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

#### Boulestin

Classic French cuisine with outdoor seating on London's smallest public square. [5 St James's St, SW1A 1EF, boulestin.com](http://5StJamesSt.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](http://33StJamesSt.com)

#### Chutney Mary

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

#### Dukes Bar

Hotel bar with impeccable old-world service. A favourite haunt of author Ian Fleming. [35 St James's Place, SW1A 1NY, dukeshotel.com](http://35StJamesPlace.com)

#### Fortnum & Mason

World-famous department

store, grocers to the Queen. [181 Piccadilly, W1A 1ER, fortnumandmason.com](http://181Piccadilly.com)

#### Franco's

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

#### Justerini & Brooks

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

#### Quaglino's

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

#### The Ritz & Rivoli Bar

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

#### Sake No Hana

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

#### Wiltons

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

#### The Wolseley

Grand café with all-day dining in an Art Deco former automobile showroom. [160 Piccadilly, W1J 9EB, thewolseley.com](http://160Piccadilly.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](http://106JermynSt.com)

#### Barker Shoes

An English tradition for over 135 years, the carefully selected leathers are crafted by hand and unmatched by machines. [18 Princes Arcade, SW1Y 6DS, barker-shoes.co.uk](http://18PrincesArcade.com)

#### Emmett

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

#### Emma Willis

A one-woman shirtmaking

vision, made in Gloucester. [66 Jermyn St, SW1Y 6NY, emmawillis.com](http://66JermynSt.com)

#### Foster & Son

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

#### Harvie & Hudson

Established, respected shirtmakers still run by a Mr Harvie and a Mr Hudson. [96-97 Jermyn St, SW1Y 6JE, harvieandhudson.com](http://96-97JermynSt.com)

#### Hilditch & Key

Classic and contemporary cuts by shirtmakers of uncompromising style. [73 Jermyn St, SW1Y 6NP, hilditchandkey.co.uk](http://73JermynSt.com)

#### John Lobb

Time-honoured craftsmanship, a treasured St James's bootmaker. [9 St James's St, SW1A 1EF, johnlobbtd.co.uk](http://9StJamesSt.com)

#### Lock & 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](http://6StJamesSt.com)

## LIFESTYLE

#### Cubitts

A spectacles atelier featuring comprehensive eye tests and a range of bespoke handmade frames, named after streets in St James's. [68 Jermyn St, SW1Y 6NY, cubitts.co.uk](http://68JermynSt.com)

#### Davidoff

Cigar connoisseurs carrying the full gamut of tobacco-related paraphernalia. [35 St James's St, SW1A 1HD, davidoff.com](http://35StJamesSt.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](http://29StJamesSt.com)

#### Beretta

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

#### Floris

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

#### Truefitt & Hill

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

#### Waterstones

Europe's largest bookshop stocks more than 200,000 titles in an Art Deco building. [203-206 Piccadilly, W1J 9HD, waterstones.com](http://203-206Piccadilly.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](http://67aStJamesSt.com)

## ARTS & CULTURE

#### Moretti

Father and son owned Florentine gallery with expertise in 14th to 18th century Italian Old Masters. [2a-6 Ryder St, SW1Y 6QA, morettigallery.com](http://2a-6RyderSt.com)

#### Paisnel

Postwar works from the St Ives painters and sculptors. [9 Bury St, SW1Y 6AB, paisnelgallery.co.uk](http://9BurySt.com)

#### Rafael Valls

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

#### Royal Academy of Arts

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

#### Alan Cristea

Leading commercial gallery has led the way to Pall Mall with a new space. [43 Pall Mall, SW1Y 5JG, alanristea.com](http://43PallMall.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](http://28DukeSt.com)

#### Bowman Sculpture

This bright space welcomes a devoted crowd of individual sculpture enthusiasts and leading museums. [6 Duke St, SW1Y 6BN, bowmansculpture.com](http://6DukeSt.com)

#### Christie's

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

#### Colnaghi

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

#### Daniel Crouch

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

#### David Gill

Contemporary gallery of furniture design, including Zaha Hadid and Ron Arad. [2-4 King St, SW1Y 6QP, davidgillgallery.com](http://2-4KingSt.com)

#### Illustration Cupboard

A gallery of original illustrative works, from childhood books to political satire and emerging talent. [22 Bury St, SW1Y 6AL, illustrationcupboard.com](http://22BurySt.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](http://43aDukeSt.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](http://8BennetSt.com)

#### Stern Pissarro

Modern, impressionist and contemporary art, established by Lélia Pissarro and David Stern. [66 St James's St, SW1A 1NE, pissarro.art](http://66StJamesSt.com)

#### Thomas Dane

Contemporary newcomer, featuring such luminaries as Michael Landy and Steve McQueen. [3 & 11 Duke St, SW1Y 6BN, thomasdanegallery.com](http://3-11DukeSt.com)

#### White Cube

Striking modern gallery created from an old electricity substation. [25-26 Mason's Yard, SW1Y 6BU, whitecube.com](http://25-26MasonYard.com)

#### Whitford Fine Art

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

# ST JAMES'S LONDON

## Welcome to St James's

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

### 1. The Royal Academy of Arts

Burlington House, Piccadilly, W1J 0BD

#### RA250 Flags: Celebrating Art in the West End • p4

Four of the country's most cutting edge artists design a collection of flags to mark the Royal Academy's 250th anniversary.

### 2. Mayfair Art Weekend

Duke Street St James's,

#### Art All Weekend Long • p6

Victoria Luxem gives tips on how to make the most of the Mayfair Art Weekend.

### 3. Goodman Fine Art

37 Duke Street, St James's, SW1 6DF

#### All Good for Goodman • p7

New kid on the block Mark Goodman joins St James's, opening Goodman Fine Art on Duke Street.

### 4. Jermyn Street

Jermyn Street, St James's

#### Style on the Street • p8

Esteemed London fashion stylist Grace Gilfeather looks back on London Fashion Week Men's and gives her thoughts on the year's forthcoming styles.

### 5. Benson & Clegg

9 Piccadilly Arcade, St James's, SW1Y 6NH

#### A Cut Above • p11

Oliver Cross - head cutter at the distinguished Benson and Clegg - talks tailoring and reveals this summer's most exciting trends.

### 6. Prestat

14 Princes Arcade, St James's, SW1Y 6DS

#### Prestat: Master Chocolatiers • p12

Milk, dark, white and...ruby? St James's artisanal chocolate company launch an innovative rose coloured range.

## Piccadilly Circus

## St James's Market

## Green Park Station

## Trafalgar Square

## Buckingham Palace

### 7. Sunspel

21A Jermyn St, St James's, SW1Y 6HP

#### Sunspel Celebrate in Colour • p17

With a new collection based on Moses Harris's 1785 colourwheel, Sunspel have collaborated with the RA to celebrate their 250th anniversary.

### 8. St James's Market

St James's Market, SW1Y 4AH

#### St James's Market's Secret

##### Summer Mkt • p18

Enjoy a myriad of events at the Secret Summer Mkt in St James's Market.

### 9. Rose Bakery at Dover Street Market

18-22 Haymarket, SW1Y 4DG

#### Hidden Cafés of St James's • p20

Discover some of St James's most characterful spots for coffee and cakes.

### 10. ASSOS

18 Regent St, St James's, SW1Y 4PH

#### Trendsetters and Trailblazers • p22

Meet the St James's trendsetters who have forever changed the cultural landscape.

### 11. Villandry

12 Waterloo Pl, St James's, SW1Y 4AU

#### The Brunch Phenomenon • p25

How Villandry in St James's became one of the capital's most celebrated brunch spots.

### 12. San Carlo

2 Regent Street St James's, SW1Y 4LR

#### 5 Things You Need to Know About

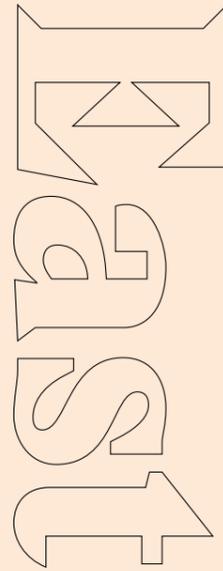
##### San Carlo • p27

Italian fine cuisine with fine Italian furnishings, San Carlo arrives in St James's, boasting legendary chef Alberico Penati at the helm.



**One of a Kind**

SINCE 1661

ST JAMES'S  
LONDON**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](#)

**San Carlo London**

From the eponymous Italian gastronomes, with globally celebrated chef, Alberico Penati in the kitchen. [2 Regent Street St James's, SW1Y 4LR, sancarlo.co.uk](#)

**Scully St James's**

The former NOPI head chef strikes out on his own with a seriously creative menu. [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, jimweston.com](#)

**Joseph Cheaney & Sons**

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

**John Smedley**

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

**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](#)

**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](#)

## 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](#)

**Real Buzz**

The 'get fit and stay fit' specialists bring their curated selection of running and training gear to a brand new flagship store. [33 Regent Street St James's, SW1Y 4ND, realbuzzstore.com](#)

**The Bike Rooms**

Clean, white space with racks of sleek big-brand bicycles, showing 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, 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 &amp; 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 gallery, showing innovative film, photography and digital art. [The Mall, SW1Y 5AH, ica.org.uk](#)

**Jermyn Street Theatre**

London's best off-West End theatre. [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 with works older than St James's, dealing in Tudor and Stuart portraiture. [59 Jermyn St, SW1Y 6LX, weissgallery.com](#)

**The London Library**

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

Sunspel Celebrate  
in Colour

New range of t-shirts inspired by the Royal Academy collection to mark its 250th year

Words: Tom Kihl



This season, quality British brand Sunspel have collaborated with the RA on an exclusive series of t-shirts. The shirts are dyed in the shades of Moses Harris' famous 'Prismatic' colour wheel, from his book *The Natural System of Colours*, which was dedicated to the RA's first President, Sir Joshua Reynolds (c.1785). In the book, Harris attempts to explain the principles by which a multitude of colours can be made from three basic ones.

Fast forward to 2018 and the historic Sunspel factory in Long Eaton, Derbyshire, have carefully matched six fabric colours with the original tones in the wheel, creating not only an exemplary cotton summer staple, but the potential for some lovely, playful t-shirt displays at their Jermyn Street store and beyond.

"When Thomas Hill founded Sunspel in 1860, his vision was to create simple, everyday clothing," CEO Nicholas Brooke tells us. "This approach remains at the very core of the brand today. Sunspel is founded in heritage, but fundamentally contemporary through its simple commitment to timeless staples."

Proceeds from the t-shirts, which are unisex and available in four sizes, will go towards the RA's acclaimed exhibition programme specifically for young people, RA Schools.

"The Royal Academy is an iconic, quintessentially British landmark," Brooke continues, "and Sunspel shares so much of

the Academy's heritage – so when it came to finding brands to support their 250th anniversary celebrations, it seemed like a perfect collaboration. We are honoured to be involved."

[Find the Sunspel Prismatic range in the Royal Academy shop Burlington House, Piccadilly W1J 0BD](#)

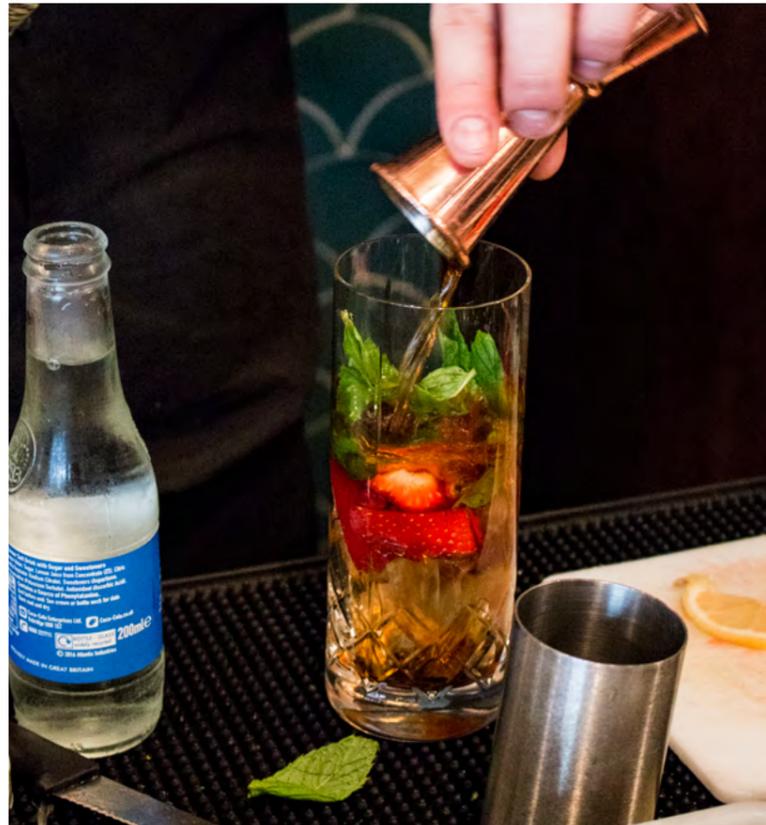
[21a Jermyn Street, SW1Y 6HP sunspel.com/uk](#)

**"The Royal Academy is an iconic, quintessentially British landmark"**

# St James's Market presents Secret Summer Mkt

It's all about Wimbledon, music and wine -  
as every summer should be

Words: Sophie Renouf



**“drop in for lunch or dinner  
this summer, there’s the  
additional highlight of  
catching live acoustic music  
performances”**

An exciting and diverse programme of events is set to take place at St James's Market, running from July through to September. First to be served up are screenings of the tennis championships live and direct from Wimbledon (2nd - 15th July, midday - 8pm), where you'll be able to settle into a deckchair and catch the big matches on the big screen, al fresco style. Spectators will have a huge variety of global cuisine close at hand, from contemporary West African dishes at Ikoyi, to casual dining at Duck & Waffle Local.

Once the action from Centre Court is over for another year, monthly from July to September, Saturdays will see St James's Market bustle with stalls heaving with tasty things to try.

For those in the know seeking a bit of respite from the hubbub of the West End, St James's Market is a welcome oasis, which exudes an altogether more relaxed atmosphere all year round. If you drop in for lunch or dinner this summer, there's the additional highlight of catching live acoustic music performances from an eclectic range of artists taking place from mid-July and throughout August on Thursday and Friday evenings and Saturday lunchtimes.

The Pavilion will be the setting for all the live gigs. The events will showcase talented musicians while also reaffirming the unique experience St James's Market offers of feeling a world away, while still firmly at the heart of the action.

[More details on the Secret Summer Mkt programme at St James's Market can be found at stjameslondon.co.uk](http://stjameslondon.co.uk)



# Hidden Cafés of St James's

Head just beyond the fashion rails to discover some of London's finest spots for a tea and cake break

Words: Miranda Eason

## Rose Bakery at Dover Street Market

Created by Rose Carrarini and her husband Jean Charles, the original Rose Bakery opened in Paris in 2002, arriving in London as part of the newly-launched Dover Street Market back in 2004 and relocating to Haymarket in 2016.

Nestled in a light-flooded corner overlooking London rooftops on the top floor of the multi-brand retail space curated by Rei Kawakubo of Comme des Garçons, the look is industrial, modern and minimal. Seating is at simple pale wood tables and chairs, while spherical lights hang from the exposed ceiling. Takeaway salads, sandwiches and cakes are displayed on a counter in front of the stainless steel open kitchen.

Offering breakfast, healthy, wholesome lunches and afternoon tea, the Anglo-French bakery's menu changes daily. Menu staples include satisfying salads, seasonal quiches, sourdough sandwiches and veg-packed soups.

Beans are by East London's Climpson & Sons who create a special blend for the café, and there are multiple options beyond milk including oat, coconut, soy and almond. Sodas, juices, smoothies and hand-blended loose-leaf teas are also available.

For the chickest of sugar rushes, you can't beat the cake selection, which might include rose, almond and lemon cake, a vegan-pleasing date, banana and pecan cake, buttermilk scones served with clotted cream and homemade jam and their legendary carrot cake.

Combined with the relaxed atmosphere, friendly service and piles of the latest style magazines, it's not



surprising that for those in the know, Rose Bakery is more than a shopping pit stop, it's the destination itself.

[Rose Bakery, Dover Street Market, 18-22 Haymarket, London SW1Y 4DG](#)

## Saddlery Café at Osprey London

Founded by Graeme Ellidson in 1980, Osprey London is a British luxury leather company renowned for its beautiful handcrafted bags. Think hard-working day-to-night zip-around bags, covetable cross-bodies in punchy pastels that convert to clutches, work-appropriate totes in classic colours and practical weekend bags in sensible shades.

The two-floor flagship London store opened in 2014 in a Grade II listed building formerly occupied by a Barclays Bank. The interior was designed by Graeme and his wife Alex, working with a team of British craftsmen to reflect the heritage of the brand, which is rooted partly in the British countryside and partly in St James's.

The Saddlery Café concept was



launched in the St Albans location in 2011 and the London café is located in the lower ground floor of the Regent Street St James's store. Whitewashed walls set the café apart from the shopping areas, a large oak serving counter provides the focal point, while apple crates and shelves stocked with jams, chutneys and olive oil give the space a country in the city feel.

Seating is at a long communal table, or at chunky round wooden tables surrounded by delicate metal cushioned chairs in what would have been the bank's vaults. Low-level lighting adds a cosy vibe, while quirky details such as a plasterwork foot that appears to have broken through the ceiling provide a playful touch.

With a philosophy that food should be one of life's pleasures, the focus is on turning tasty, seasonal ingredients into

delicious dishes. This translates into a daily changing menu that includes quiches, tarts, pies and soups, as well as cakes, tortes and scones, with wheat and gluten free options available.

Coffee comes from Hertfordshire's Liberty Coffee Co. and dairy-free milk alternatives include soy and coconut. The tea selection includes the Osprey London Blend Tea, a mixture of Assam, Earl Grey and Darjeeling.

It all adds up to a tranquil escape that feels a million miles away from the hustle and bustle of the city streets above.

[The Saddlery Café, Lower Ground Floor, 27 Regent Street St James's, SW1Y 4NQ](#)

## 4 MORE SECRET PIT-STOPPS

### Maison Assouline

This grand former bank is now home to Parisian book specialists Assouline, who have filled the oversized space with their glossy publications, specially commissioned gifts... and a chic café bar. Daytime is all about pastries and light bites, with punchy cocktails served later on.

[196a Piccadilly, W1J 9EY](#)

### Davy's St James's

Venture down a historic old London passageway, then duck into the original cellar vaults for an impressive wine list (including over 40 served by the glass), sandwiches and private rooms for special meals and smart gatherings.

[Crown Passage, Pall Mall, SW1Y 6QY](#)

### 3 and 6 Bar

Fortnum and Mason contains all kinds of swish private dining spaces, tea salons and cosy counters, but this third floor bar is particularly special. Serving stiff drinks alongside delectable bites from F&M's famous selection.

[181 Piccadilly, W1A 1ER](#)

### The Poster Bar

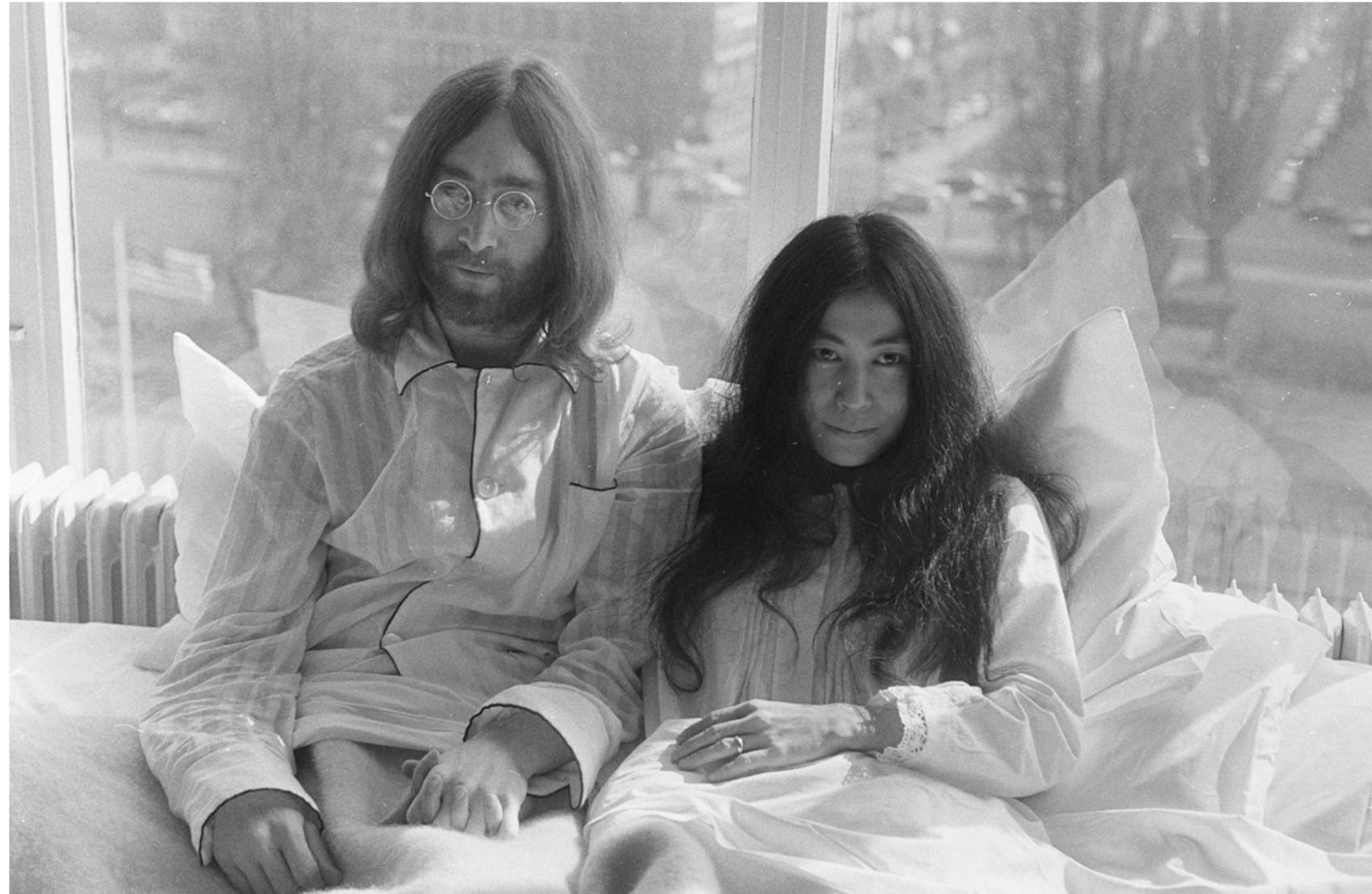
The RA's recent refurb created a number of new spaces for a quiet coffee break. This new all-day bar displays some of the Academy's historic posters on the walls. You can buy the prints too, of course.

[Burlington House, W1J 0BD](#)

# Trendsetters and Trailblazers

Meet a selection of people, styles, places and inventions that have forever changed the cultural landscape, but all of which share origins in St James's

Words: Tom Kihl



**“John Lennon was advised to check it out, and when he met the quirky artist, his life changed forever”**

looking but clearly talented dude, performing under the name Jimi Hendrix for the very first time.

## INNOVATIVE ASSOS

The groundbreaking Swiss cycling brand may be new to the area (having chosen St James's in which to locate the first and only concept store outside of their home country), but ASSOS certainly are a perfect fit; much like their legendary Lycra clothing, in fact. Back in the 1970s, the company set out to innovate with a new kind of bike, developing the world's first carbon fiber frame in the process. But their wind tunnel experiments showed that the wool clothing worn by racers at the time ruined the aerodynamic gains - unless the rider sat naked. In order to preserve the modesty of the Tour, Toni Maier of the proudly family-owned brand, took inspiration from skiing, and revolutionised the look of cyclists the world over forevermore.

## SMITTEN AT INDICA

Next door to the sixties hippest hangout and also on Mason's Yard, was the equally cool Indica Gallery, which in late '66 was preparing to host an exhibition by ground-breaking and provocative artist Yoko Ono. Beatles heartthrob John Lennon was advised to check it out, and when he met the quirky artist, his life changed forever and the era's most famous love story began.

## FREESTANDING, FREETHINKING

The first and only freestanding building in St James's is also the newest structure in the neighbourhood. The Mason's Yard of today is reshaped by the modernist box →

## HOME OF THE BOWLER

If you're looking for an icon inextricably linked to many of history's most celebrated protagonists, you'd be hard pressed to find one as broadly adopted as the bowler hat. From Winston Churchill to Laurel and Hardy, it's an accessory that transcends borders, genders, ages and eras. As much a part of the pin-striped uniform of London's city gents in the 1950s as the headgear of choice for Bolivian Quechua women since the 20s, and far more popular among America's cowboys than the Stetson (just think back to the photos of Billy the Kid or Butch Cassidy), the bowler was invented by Jermyn Street's Lock & Co in 1849. The esteemed hatters were already over 170 years old by then, but the commission - to create a hat for gamekeepers to wear when

riding, that wouldn't be knocked off by tree branches as top hats often were - produced a hard-wearing classic that's been seen gracing heads ever since. Lock & Co. still sell up to 5,000 bowlers a year, despite it no longer being essential for a smart day's work in the city.

## BIRTHPLACE OF HENDRIX

When nightclub The Scotch of St James opened in the summer of 1965 it was immediately a hit, with the biggest names in music from that swinging decade vying to be seen there. As well as being where Eric Clapton was discovered by Atlantic Records, where The Who debuted rock opera Tommy, and Paul McCartney first met Stevie Wonder, the basement venue also hosted a performance by a rough-



←

that is The White Cube Gallery. The spiritual birthplace of the Young British Artists, White Cube began in St James's in the 1990s, but eventually moved east, to up-and-coming Hoxton Square. Its triumphant return in 2006, to this purpose-build gallery on the site of an old electricity substation, ensures today's artists – and the gallery – continue to blaze a trail from where it all began.

### SHAKEN NOT STIRRED

Despite being a fictional character, James Bond's cocktail of choice was very much born in the real world – at the bar of Dukes Hotel in St James's. Author Ian Fleming was a regular when writing the 007 series and, being as much of a fan of a stiff drink as the dashing spy he created, he was particularly fond of the unorthodox pour of the classic Martini he often requested here. Shaking introduces more water from the ice, altering the flavour, but you can ask for one at Dukes without any sniffy reaction from the bar staff to this day.



### SNACK CHAMPION

Fortnum & Mason stake a strong claim to having invented the famous Scotch egg, over 250 years ago. And although the finger food may also have origins from as far afield as India during the Raj, the reassuring classic of crunchy, easy-to-hold breadcrumb outer, tangy sausage-meat wrapped around a gooey-yoked centre, was certainly first popularised by the food emporium via their swanky Victorian picnic baskets. It became the original British fast food snack, available in the coaching inns as a staple of those on the road, and has enjoyed a recent foodie renaissance courtesy of its popularity in today's gastro pubs.

## THE FATHER OF MENSWEAR, AND THE FIRST CELEBRITY

In the early 1800s it became generally accepted that, while Paris set the standard in women's dress, London was the global trendsetter for smart men's attire. The English gentleman was aspired to as the quintessential example of a sharp new style, that saw away with the frilly ruffs and cuffs, gaudy colours and glitzy embroidery that had defined the Georgian era. Leading the way was George 'Beau' Brummell, a man from a fairly modest background who worked his way into aristocratic circles via his affectations on style. His famous rakish manner set the tone for what was to become known as dandyism, meanwhile his fondness for bespoke tailoring introduced the concept of the fitted suit, an item that endures in modern wardrobes. It was in part his lack of significant wealth that led to these understated sartorial choices, however when combined with his often eccentric outbursts, he made his mark, never more so than by striking up a close friendship with the Prince Regent, the future King George IV. Brummell accordingly soon became the first person to have wide celebrity for no particular reason, other than being himself (another trend that has most certainly grown in popularity). Reportedly taking hours each day to get ready, often spending most of the morning folding his elaborate neckcloth alone, Brummell was the arbiter of starched white shirt linen, flattering close-cut jackets and

formal full-length trousers. He used a variety of tailors in and around St James's so that each item was made to precisely his preference, and also so that no one tailor could trade off claims that the famous Beau was their customer alone. He was renowned for polishing his shoes with champagne. Eventually his extravagant lifestyle could no longer be supported and he ducked out of London society, and assorted gambling debts, but his legacy of simple elegance informs men's clothing to this day. Fittingly, look out for the statue of Beau in his sharpest finery by sculptor Irena Sedlecká, to be found at the entrance to Piccadilly Arcade right on his beloved Jermyn Street.



# The Brunch Phenomenon

Lashings of food, plus free-flowing prosecco, bloody marys and bellinis at St James's grand café

Words: Laura Evans



Villandry is a family business: a collection of elegant, casual eateries owned by Philippe Le Roux. Waterloo Place is home to one of their outposts, offering all-day dining at an affordable price. Expect French Mediterranean fare with dishes such as salt and pepper squid, steak tartare, crispy duck salad and crab linguini. We spoke to Philippe's daughter Georgie (also the company's Business Development Manager) about their brunch, which has become a weekend institution.

### What do you think makes the bottomless option so popular?

It's the ideal way to start your weekend, with great drinks and delicious food, and Sunday brunch can be the perfect hangover cure – bloody mary heaven.

### What crowd does it attract?

It draws in a totally different bunch to our Monday-Friday guests – predominately female, between 21 and 45. They're often celebrating something, it's a real occasion.

### What's the space like?

The building itself has incredible high ceilings and large windows, so it's airy and bright; even our two private dining rooms upstairs have natural light coming through, something very rare for London.

### What's the most popular brunch dish?

Our poached eggs on courgette and sweet corn fritters with avocado, tomato and lime salsa are really well-liked, as are the pancakes with maple syrup. We also have great vegan options such as grilled halloumi burger with roast peppers and homemade pesto.

### Do you have a funny story you can share?

Of course! On one occasion, a rather loud bridal party tried to get the General Manager, Ramona, to join their day out, and invited her on to their next spot. One of the group

started crying when she politely said she couldn't go with them.

### And finally, tell us something we might not know about Villandry?

We average 900 eggs per weekend – if you put them in a row, the length would be approximately 45 metres, or the halfway line on a professional football pitch.

[12 Waterloo Place, St James's, SW1Y 4AU  
villandry.com](https://www.villandry.com)



# A Taste of the Capital

Win 2 pairs of tickets to explore the London Restaurant Festival in St James's

This October, the London Restaurant Festival returns, offering a city-wide celebration of the joy of eating out in the capital. Lots of top eateries will be participating, including many across St James's, offering special tasting menus and gastronomic one-off events.

The St James's Correspondent has two pairs of tickets to offer on bespoke Restaurant Hopping tours during the month-long event, which is also celebrating its 10th year in 2018. One pair will be on a tour celebrating the best of British cuisine, while the other pair will be taken on an 'international' dining odyssey.

If you'd like to be in with a chance of winning this most tasty of prizes, simply email your name and contact info into the prize draw at:  
competition@stjameslondon.co.uk

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# 5 Things You Need to Know About San Carlo

You simply have to check out this season's trailblazing new foodie opening in St James's Market

Words: Stephen Emms

**1. The independent company behind San Carlo has previously created some of the greatest standalone contemporary Italian restaurants.** Think Signor Sassi in Knightsbridge, Piccadilly's Cicchetti and sites in Manchester, Birmingham, Liverpool, Bristol, Leeds and Leicester, plus further afield with locations in Qatar, Bahrain and Bangkok.

**2. This new opening is a big deal.** One of the world's most celebrated Italian chefs, Alberico Penati, has had an enviable career at some of the most renowned establishments across the globe, including Ristorante Carpaccio, the first Italian restaurant in France to win a Michelin star, Harry's Bar at Annabel's, Alberico at Aspinalls and also private members' club, 5 Hertford Street, in Mayfair.

**3. It's all about the seasons.** Using only the finest Italian produce, be it veal from Tuscany, beef from Piemonte or tomatoes from Sicily, Alberico's menus include plenty of seasonal choices served alongside classic dishes.

**4. You simply must try the signature tagliata.** The new spring-summer menu includes coda di rospo stufato con cipollotti e fave (monkfish stewed with shallots and broad beans), Tagliolini con granchio e Carciofi (tagliolini with crab and artichokes) – and, our top tip, Tagliata di manzo al rosmarino, lattuga salata (beef tagliata with rosemary and sautéed lettuce). Oh my.

**5. Don't forget to look up – and down.**

The interiors have been in design for many moons. Specially commissioned master craftsmen have got their mitts on only the finest materials, from honed Arabescato marble and steamed beech with a high gloss lacquered finish, more usually found on board superyachts. Rare stones – brown Collemantina marble and Crema Marfil – one of the most highly valued in the world – make up for the floor, with bespoke furniture created in Italy and fabrics and wall coverings by Christian Lacroix, together with some of Italy's finest leather suppliers. One of a kind Insta-gold, no less. Go now, before everyone else hears about it.

San Carlo, 2 Regent Street St James's, SW1Y 4LR  
[sancarlo.co.uk/restaurants/san-carlo-london](http://sancarlo.co.uk/restaurants/san-carlo-london)

“This new opening is a big deal”



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