



# STREET VOICE ALMOST FAMOUS

Sabiha Datto-Lalji from fashion label, Almost Famous on the latest summer collection and where's best to grab a bite in Fitzrovia...

## ALMOST FAMOUS IS NOW 11 YEARS OLD...

Having launched in 2002, we opened the flagship store on Percy Street four years later, and then the exciting online store in 2007.

## THE FITZROVIA AREA IS BUZZING WITH BEAUTIFUL PLACES...

It's a lively area with great restaurants and bars for dinner or after-work-drinks, and perfect for weekend strolls during the day. It's full of quaint side streets with unique art galleries and an abundance of hair salons for those days you need a pamper. It made sense to open the store here as it is what was missing – customers often tell us how glad they are that we did!

## IN THREE WORDS, THE SPRING/SUMMER COLLECTION IS...

Vibrant, Feminine & Print-focused.

## OUR BIG FLOWER PRINT DRESS IS FLYING OFF THE SHELVES...

The dress is bold but feminine, in pale grey with emerald green, sun yellow and tomato or the charcoal grey version with hues of fuchsia, violet and blue.



**YOU'RE GUARANTEED SPECIAL TREATMENT IN-STORE...** You'll always be guaranteed attention and time as our style advisers are trained to help you pick pieces that suit your body shape and look perfect on you.

## THERE ARE PLENTY OF PLACES NEARBY FOR DINNER AND DRINKS, POST-SHOP...

I would highly recommend drinks at The Charlotte Street Hotel on Charlotte Street and directly opposite is a Thai place on the corner of Windmill Street called Siam Central, their spicy salads with green papaya, fresh chilli and palm sugar are to die for!

## THE DRAFT HOUSE

43 Goodge Street

This intimate little pub is one of the small groups of Public Houses created by innovators, The Draft House. Their aim is to do for beer what our discerning tastes have done for food and wine over the past twenty years. And their dedication to every bottle's provenance is definitely impressive; the extraordinary range of strange and wonderful brews includes this exceedingly refreshing White Ale brewed with pure Icelandic water.



## REBECCA HOSSACK GALLERY

28 Charlotte Street

This year marks the gallery's 25th anniversary! Since opening her first gallery in Fitzrovia in 1988 Rebecca has championed Non-Western and unique artistic traditions – the current exhibition explores the optical effects of colour.



## HEALS

196 Tottenham Court Road

Heals, Fitzrovia, is more than the average designer furniture department store, with regular food tastings, demonstrations and events (such as Out of the Dark, a salvaged furniture enterprise, popping up on 24 and 31 Aug). Although if it is innovative interior pieces that you're after, invest in this Dedon Dala Lounge Chair (£2,495) to relax into during the last days of summer.



## ROKA

37 Charlotte Street

When it comes to Japanese food, Roka knocks highstreet sushi favourites out the park, with the tasting menu alone encompassing such luxuries as seabass sashimi, crayfish dumplings and oscietra caviar. The focal point of the restaurant is the robata grill where seafood, poultry, meat and vegetables are prepared in full view of diners. In summer, spill out into the alfresco seating and at night, head upstairs to Shochu Lounge for Japanese influenced cocktails.



# STREET VIEW

OUT AND ABOUT ON CHARLOTTE STREET, FITZROVIA



## CHARLOTTE STREET HOTEL

15-17 Charlotte Street

The Financial Times calls this hotel, "Charming, beautiful, witty, friendly, stylish and very cool," and who are we to argue with that? Each of the bedrooms and suites has received designer Kit Kemp's magic touch, exemplifying the hotel's 'Bloomsbury Group' theme (complete with works of art by the most famous British artists of the period), and The Oscar Bar serves brunch, afternoon tea, dinner and cocktails with bold art deco-style murals as the backdrop.

We'd recommend popping in for a decadent Afternoon Tea or perhaps even joining the hotel's Sunday Night Film Club which meets in the state-of-the-art screening room. Either way, the place perfectly captures the literary elegance of the group that once included Virginia Woolf, John Maynard Keynes, E.M. Forster and Lytton Strachey.



## LOAF CAFE

93 Tottenham Court Road

This newly opened cafe is a cross-breed of the New York style coffee shop and old-school British caff. Offering something completely different to the high street chains, Loaf manages to fit hipster-retro decor, home cooking (including a whole section of the menu dedicated to the humble 'Grilled Cheese') and its young creative team, all inside its little glass-fronted store.



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