

# London

Beyond storied shopping areas like Savile Row, Shoreditch, and Soho, London's robust retail scene is home to some of streetwear's best new brands and concept stores, alongside venerable stalwarts of the scene.



## Palace

Palace's first flagship store retains everything that makes the nascent skateboard label a hit among savvy youth and long-time streetwear consumers alike. The interior channels '80s fashion boutiques with its tiled floor replete with a "P" motif in the center, providing the perfect contrast to the label's eminently casual wares. Next to the cash register, shoppers can peruse Palace's accoutrement offerings, ranging from matchboxes and exclusive collaborative records with DJs like Moodymann to standard skateboard fare like wheels, trucks, and, of course, sticker packages.

26 Brewer St, Soho, London W1F 0SW, U.K./Soho/palaceskateboards.com



## Slam City Skates

Established in 1986 in the basement of Rough Trade Records on Neal Street, Slam City Skates has since expanded its shop to a larger location in Covent Garden (and several other stores in London), but its credibility remains as true as ever. As one of London's biggest pioneers in skate culture and its myriad of associated brands, it continues to serve the city's diverse community of thrashers, and in the process has helped give rise to a new breed of British-born skate brands like Palace, Thames, and yes fam!—brands that still hold Slam City in high regard as the city's eldest statesman of skateboarding.

37 Endell St, London WC2H 9EE, U.K./Covent Garden/slamcity.com



## Maharishi

Hardy Blechman's Maharishi line set the stage for military-influenced streetwear. Considering Blechman literally wrote the book on camouflage (a 2004 tome called *DPM: Disruptive Pattern Material*), it's no surprise that his Maharishi label continues to push forth progressive takes on militaria. Maharishi's London flagship offers three floors of Blechman's iconic design prowess, ranging from his tactical weatherproof trousers to a myriad of outerwear in all sorts of patterns and olive drab. Statement pieces often boast vintage-inspired embroidery, and the shop even carries finishing touches like patterned umbrellas, helmet bags, and baseball caps to round out the lifestyle.

2-3 Great Pulteney St, Soho, London W1F 9LY, U.K./Soho/maharishistore.com

## Sang Bleu

Zurich-based tattoo studio, agency, publication, and clothing line Sang Bleu has a Dalston outpost where some of the world's most prominent tattooists, like Al Pomeroy, Ross Hell, Ruby Quilter, and Sang Bleu founder Maxime Plescia-Buchi have set up shop. Even if one doesn't necessarily have some permanent ink in mind, the minimalist take on a tattoo parlor offers plenty of Sang Bleu's signature apparel line. Known for its progressive graphics and attention to detail in quality prints, and offering garments beyond basic T-shirts and hoodies (for example, an intricately embroidered Alpha Industries bomber jacket), it's no surprise Sang Bleu's clothing is also carried in boutiques around the world.

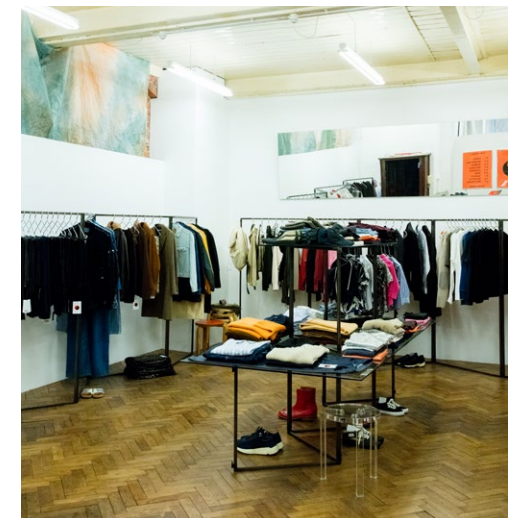
29B Dalston Ln, London E8 3DF, U.K./Dalston/sangbleu.tattoo



## Goodhood

In many ways, Goodhood carries the torch of legendary London shops like The Hideout and Silas before it. Founded in 2007, the multi-brand store traffics in much of the same rare Japanese and global streetwear brands that made Michael Kopelman and Fraser Avey's shuttered Soho shop a worthy destination. Goodhood's ability to mix accessible offerings from Dickies and Champion with emerging Japanese brands like AIE and European brands like Soulland speaks to its well-curated selection of men's and women's apparel and footwear. The Goodhood Life Store, located in the shop's basement, is a hidden gem offering home wares, ceramics, and other well-designed ephemera worthy of outfitting any home or office.

151 Curtain Rd, London EC2A 3QE, U.K./Old Street/goodhoodstore.com



## Dover Street Market

Dover Street Market may have relocated and undergone numerous cosmetic changes since it was first opened, but Rei Kawakubo and Adrian Joffe's influential concept store remains a must-visit shop in London. Known for the spiral staircase that connects all the floors, current installations include a shop-in-shop by New York brand Noah, a curated selection of ephemera by Paul Smith, and plenty of covetable goods from COMME des GARÇONS' numerous sub-lines. It's also the best place to find offerings from experimental designers like Craig Green, Walter Van Beirendonck, and Junya Watanabe. As always, its Rose Bakery offers fresh-baked goods and caffeinated pick-me-ups ideal to start the day—or at least fuel a day's worth of luxury shopping.

18-22 Haymarket, London SW1Y 4DG, U.K./Covent Garden/london.doverstreetmarket.com

## Our Legacy Workshop

Although London is home to a proper Our Legacy flagship in Soho, it's also one of the rare locations of the Our Legacy Work Shop, an experimental archive store where the Swedish label not only offers clothing from previous seasons, but reworks them into new pieces, sometimes batch-dyeing them or recycling fabrics in new ways to create one-of-a-kind offerings. It also carries exclusive items like graphic tees with a cheeky, bootleg sensibility, and is one of the few locations you can find Our Legacy's ultra-limited kidswear, where the brand shrinks down their signature bombers, tees, and shirting into wee sizes for toddlers.

4 Garden Walk, London EC2A 3EQ, U.K./Shoreditch/ourlegacy.se