



Walk this way

Touching down in London, Paris, Singapore or New York? Sarah Assenti takes a stroll down four of the world's most storied shopping streets

Fashion capital cities don't just produce great designers, they're also home to some of the best shopping districts and streets in the world. And these aren't just places to shop; these iconic destinations have become cultural indicators, economic power centres, and curated environments where maisons can express their highest artistry. Here you can move from one impeccably tailored experience to the next, and enjoy excellent people watching and culinary experiences while you're at it.

From considered architecture and extravagant shopfronts to heritage houses and ultra-impeccable service, fashion's finest streets have been serving discerning shoppers for decades, and in some cases even centuries. So walk this way for some of the must-visit luxury shopping destinations to add to your travel itinerary.

ORCHARD ROAD, SINGAPORE

Singapore blends history with modernity in a city unlike any other, and a shopping experience

here can take you from street markets and the scent of durian fruit to high-end shopping malls in just a matter of blocks. The president of Singapore and the country's UNESCO Heritage botanic gardens both boast Orchard Road as their address, and in between you'll find world-renowned designers and fashion houses here.

Famed department store TANGS first opened here in the 1970s, and has since been joined by opulent shopping malls that house not just fashion brands but also luxury hotels and

Michelin star restaurants. A mile of polished glass, sculpted greenery, and climate-controlled comfort awaits you. Want to beat the heat? Step into ION Orchard, this district's architectural showpiece, for private shopping suites and concierge services, and brands including Louis Vuitton, Celine, and Dior. visitsingapore.com

BOND STREET, LONDON

Bond Street is synonymous with heritage luxury, and its roots as a shopping destination stretch back to the 19th century, when auction houses and luxury jewellers such as Asprey first moved in. Situated in London's West End and technically split into Old Bond Street and New Bond Street, ▶

Above: New Bond Street – one of the most expensive streets in London during the busy Christmas period



it was even namechecked as a sought-after shopping destination in Jane Austen's *Sense and Sensibility*.

Claiming the highest density of couture stores anywhere in the world, Bond Street is half a mile of shopping heaven, and counts Chanel, Prada, Moncler, and Valentino among its international tenants. For those looking for a slice of distinctive British design, opt for Stella McCartney, Burberry, or Victoria Beckham. Jewellery aficionados and horophiles will be at home here, with Chopard, De Beers and Patek Philippe all within walking distance. Feet getting tired? Head around the corner to Claridges for a well-deserved traditional afternoon tea (or a glass from their world-famous champagne bar). bondstreet.co.uk

RUE DU FAUBORG, PARIS

Rue du Faubourg Saint-Honoré is Paris at its most refined; a long, elegant ribbon of couture houses, private ateliers and discreet embassy façades that together create one of Europe's most rarified shopping environments.

Some stores and hotels have been here for over two hundred years, and the street is home to legendary French maisons including Hermès, Lanvin, and Goyard. Contemporary brands can also be found here – think: ba&sh, A.P.C., and Isabel Marant.

What distinguishes Rue du Faubourg Saint-Honoré is its quiet confidence: no theatrics, no spectacle, just couture-grade craftsmanship and an atmosphere of cultivated understatement. A stone's throw from Jardin des Tuileries and surrounded by iconic Parisian landmarks, it's a street unlike any other. parisjetaime.com



FIFTH AVENUE, NEW YORK

Is there a street more synonymous with shopping than New York's Fifth Avenue? You may think you know it well already, as the home to iconic New York department stores such as Saks and Bergdorf's, but in recent years it's become a global stage for flagship dominance, brand theatre, and seven-figure experiential marketing.

The sheer scale of stores here makes them not just great

Top left: A Vintage E-Type Jaguar car parked outside Cartier on Bond Street in London Above: Hordes of visitors luxury shopping on Saks Fifth Avenue in Midtown Manhattan, New York Below: Orchard Road in Singapore is one of finest luxury shopping districts in the world

for shopping, but as immersive, destination-style experiences. Many come with their own exhibition spaces, bars and in-store eateries, and flagship stores include Tiffany & Co, Bulgari, Cartier and Gucci. Those with an eye for interiors can take a piece of New York home with them thanks to the MoMA Design Store or 53rd Street Boutique.

Ready to take a break from the action? Make a stop at the Plaza Hotel's elegant Palm Court for drinks, or head to one of the many museums and art galleries located nearby.

fifthavenue.nyc

