

COCO'S LONDON LIFESTYLE LOCATIONS

COCO小姐眼中的伦敦“上东区”

By Coco & Co
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伦敦,及其存在的多种形式使其成为世界上最难以描述的城市之一。事实上,这正是你希望它所呈现出的模样。不单是伦敦拥有某样特别之处可以取悦每个人,它还可以变成所有人心中不一样的伦敦。9月/10月是地产的黄金期,人们结束了到里维埃拉、意大利、西班牙或希腊的假期,回到英国掀起了一股房产热。人们纷纷涌进各个伦敦房产办事处,尤其是那些社会名流、艺术家、银行家们。ME的读者们,由于Coco对伦敦地产的丰富了解,她和她的团队将根据你的喜好、风格、习惯甚至一些癖好来为你搜索最适合你的房产,并给予你意见。寻找“合适的住宅”这件事,在没有帮助的情况下似乎是不可能完成的,实际上,“合适”这个词更是因人而异。

梅费尔,伦敦的典型奢侈高尚区。它就像是伦敦的洛杉矶贝莱尔区,它是老资本家和 新富的聚集地,并与当地众多奢侈品牌自然契合,“卓越”是该地区的主旨。从不同的餐厅到决然华丽的购物选择,梅费尔是踩着高跟鞋寻求高级料理人士的最佳选择,在这里居住,你可以得到独一无二、豪华的和精英之家的承诺。夹在其他众多理想居住区域当中,梅费尔就像是一个罗盘的中心,在其周围风格迥异的各个区域延展开去,梅费尔则保留它永恒的优雅、闪耀和年轻。Coco最爱在Mount街漫步,或是伯克利广场附近享用鸡尾酒和晚餐,稍微的舒展放松一些, Coco最喜欢的是5号赫特福德街的Lou Lou's,在那里可以伴着流行音乐、混音和提尼酒尽情释放压力。

诺丁山,位于伦敦绿色心脏(海德公园)西北边,也许是伦敦最负盛名、独立和国际知名的标志性地区之一。它以其建筑的颜色和形式统一,以及每年的里约式的诺丁山狂欢节的壮观见闻,狂欢节同时带有英国风格,灵魂中又透出国际色彩。诺丁山居民是年轻的贵族波西米亚人,放荡不羁又不断追求美好事物,寻求事物呈现的最佳状态。这是适合喜欢惊喜和秘密人们的理想居住地。尽管这里是旅游热门地,该地区同时设法保留了奇妙的“本地”居民的利益。诺丁山将为你

带来友谊、美食和神奇冒险,丰富多样的古董和小玩物也给了诺丁山带来了别样风情,Portobello路在充满伦敦律动的同时保存了波西米亚的原始风味。

肯辛顿,西南伦敦中心的“文化枢纽”。事实上,很难想象谁会在这里心生不满。证据是世界各地的成功人士都争先恐后的涌入这里。它是街区的代表。你会发现高街时尚、风潮与高端/高价精品店井然有序的并存于此。人们会十分享受在肯辛顿的住宅街道散步,这是一种十分闻名的探索方式。以肯辛顿的Whole Food超市为例,你会看到超级模特和社会名流一同在这里购买生活杂物。Coco也经常加入这个行列逛逛有机农产品,和少见的食材。这个区域也拥有众多独立门店,肯辛顿的居民是懂得欣赏这种“稀有”的价值的,他们也非常乐意将其与价格和设计更为亲民单品混搭。

骑士桥,奢侈品的代名词,这里的奢侈品店点缀绿树成荫的花园广场,所以太阳镜是 必不可少的。毫无疑问,这是Coco最喜爱的社区,这里能听到蓝魔鬼发动机的咆哮,看到劳斯莱斯与骑士桥如影随形。在这里,时尚感扑面而来,真是赏心悦目。在这里居住的人简直像有后台通行证,以最美妙的姿势生活在地球上。麦迪逊大道的纽约和湿夫斯基大街圣彼得堡结合Sloane大街为您带来的购物体验让你看见各种美丽,它实际上没有任何比较或竞争。它代表了豪华的工艺,吸引了那些来自世界各地的顶级珍珠、宝石、黄金。世界名流都聚集在此,他们悠闲的喝着咖啡,别盯着他们看,这是不礼貌的。想要感受奢华、色彩、文化的人,骑士桥是你的唯一选择,谁知道你的隔壁是不是住着Dior呢?

切尔西,斯隆街的南端,从那里,沿着这泰晤士河西边,是一个珍藏极致品位的世界,但又有一种回归到相对谦虚典型英国中规中矩的氛围。网格式的街道中包含着60年代的伦敦时尚风格。King's Road上满是精品独立店,让切尔西完美诠释了精致小世界的哲学心态。在切尔西你可以买到你所需要任何的极致的版本,以及体会私家珍藏的乐趣。没有人能“搬进”切尔西,你只能“订阅”切尔西。这需要决心和献身精神,一旦沉浸,便没有必要到其他平庸的区域了。切尔西的订阅用户通常在斯隆广场和同伴饮酒,并在莱佛士狂欢之前,到蓝鸟(Bluebird)进行日常拜访以抖擞精神。毫无疑问,切尔西是为那些想要在小世界中拥有一切的人而准备,而不是为那些在首都伦敦无尽的远征的人。如果你找不到我所描述的切尔西,很可能它不存在于一个实体,而是一种心态。

伦敦,一个超过800万人的城市,有多种多样的身份。当有人告诉你,他们住在伦敦,他们真正的意思是,他们住在自己的伦敦。它可以代表一个全新的开始,还是回归到英国传统的舒适,无论你是作为一个新的工作,还是老朋友,来到伦敦,仔细选择你居住的区域,并像Coco一样让它成为你自己的伦敦。ME

London, and all its diverse forms is one of the most difficult cities to describe. In truth, it is exactly what you choose to make it. Not only is there something for everyone, but the city itself can be anything for anyone. The September/October months host a migration to the capital after holidays in the Riviera, Italy, Spain or Greece that resembles a real-estate gold rush, with socialites, artists, bankers and everyone in between gushing into the various estate agents' offices in veritable cascades of desperation. Mint-Edition readers, however, may consider themselves to be lucky in this regard. Thanks to Coco's experience on the battlefield of London real estate, she and her team offer up some advice to help narrow down your search-area based on your likes, dislikes, styles, habits and whimsies. Finding 'appropriate accommodation' in the city can seem impossible without help, and indeed, the very definition of what that phrase means differ from person to person and from area to area.



SLOANE SQUARE BY NIGHT

Mayfair, the archetypal London neighbourhood captures the imagination and conjures day-dreams of luxury. It does to London what Bel Air does to Los Angeles in so far as it is where old money and the nouveau riche mingle and mix seamlessly and the area's own brand of luxury adapts to cater for this mix. 'Excellence' is the area's theme, and to live here is to join the ranks of those in its pursuit. From the diverse restaurant scene to the decidedly opulent shopping options, this area is perfect for the migrant who never takes a day off from high-heels and haute-cuisine. It is everything that your Monopoly board promised it would be: exclusive, ritzy and home to the elite. Sandwiched at the crossroads between numerous other very ideologically different areas, Mayfair is like the centre of a style compass, as if each area around it has gone in a different direction. However, there will always be a link with the timeless elegance of Mayfair and all the bright, young things who call it home whether its a stroll down Mount Street, one of Coco's most beloved routes, or cocktails and dinner around Berkeley Square. For a brief boogie or short shuffle, Coco's favourite would be Lou Lou's at No5 Hertford Street, where those with stars in their eyes go to shake off their stresses to the



PORTOBELLO ROAD, NOTTING HILL



up-to-date music, mixes and martinis.

Notting Hill, to the North West of the green heart of London (Hyde Park) is perhaps one of the most famous and individualistically and internationally iconic areas in London.

Known for its pastel coloured uniformity of architecture, and its annual Rio-style carnival spectacular, this area manages to be simultaneously British in style, and yet international through to its very soul. The Notting Hill resident will be a young aristo-bohemian with a taste for the finer things but with an open mind regarding the packaging in which those things appear. It is an area for those who love surprises and secrets; Notting Hill will keep yours, if you return the favour! Although rather prone to tourist invasions, the area simultaneously manages to retain a wondrously 'local' feel for the benefit of its residents. Notting Hill will reward you with friends, food and fantastical adventures more wide-ranging than the antiques on offer on the area's style-spine, Portobello Road, which keeps this bohemian outpost nourished and connected to London's pulse.

Kensington, niched in the heart of South West London, is the very definition of a 'cultural hub'. Indeed, it is difficult to imagine a person, however particular, whose needs could not be catered for here. The proof is that foreign peoples from the world-over have poured into this affluent section of the city. It provides a welcome respite from the otherwise, fairly 'sheer' contrasts represented by other neighbourhoods; you'll find high-street trendiness standing side by side with high-end/high-price boutiques in an ordered, civilised and neutral uniformity. Those flocking to the residential streets of Kensington will enjoy promenading and will typically be those who prefer the more civilized methods of exploration. Kensington Whole Foods is the perfect example of

this, where you will see supermodels and socialites shoulder to shoulder doing their grocery-shopping. Coco joins these ranks gladly to see and be seen over the organic produce and rare ingredients. There is a huge focus on independent stores in this area at the moment and a Kensington resident is definitely one who appreciates the value of owning a one-off piece, but isn't afraid to mix it up with something more relaxed in style and in price.

Knightsbridge, a word that is synonymous with luxury, describes an area of meandering avenues and leafy garden squares punctuated by stores of such luxury that sunglasses are necessary just so that you aren't blinded by the glossy sheen with which everything here is so blessed. Without doubt Coco's all-time favourite neighbourhood, it plays host during the season to Middle Eastern royalty and their following who are heralded by the signature growl of Lamborghini engines and the whisper of Rolls Royce Phantoms and Wraiths. In perfect fashion their billowing flag-like robes and subsequent entourages march up and down Sloane Street like a religious procession. It is a feast for the imagination. The Knightsbridge resident is one who adores feeling like an insider, with a backstage pass to the domestic life of the most fabulous people on the planet. Madison Avenue in New York and Nevsky Prospekt in St Petersburg combine on Sloane Street to bring you a shopping experience so eye-wateringly beautiful that it actually has no comparison or competitor. It represents a commitment to the craft of luxury that attracts those with corresponding tastes from every jewel-encrusted, gold-covered corner of the globe. They all congregate, Coco included, at Aubaine, next to Chanel on Brompton Cross, for coffee and people watching, and,



don't forget, it's rude not to stare. For clashes and combinations of colour and culture as well as an insider's perspective, the only choice is Knightsbridge because who knows who your next- Dior neighbour might be!

Chelsea, to the Southern end of Sloane Street, and from there, West along the river, is a world in which the sense of quality is retained, but there is a return to the relative modesty of the typical British uniformity. Contained within the grid-style streets, the heart of '60s London still beats with the foot-steps of the 'Sloane Rangers' along the fashion-mecca, King's Road. A safe-haven for the independent stores, the Chelsea philosophy is one of a small-world mentality. Chelsea contains the best of everything one could need, and a little extra for your amusement. One doesn't 'move' to Chelsea, one 'subscribes'. It takes commitment and dedication, but once immersed, there's no going back to the mundanities of certain other areas. A Chelsea subscriber will have drinks at Colbert on Sloane Square with the rest of the Sloane set, and will make daily visits to Bluebird to recharge before a party at Raffles. There's no doubt that Chelsea is the ideal choice for those who want to benefit from London's range of options, while not being forced to go on endless expeditions across the capital. If you can't find it in Chelsea, it probably doesn't exist - or at least, it shouldn't.

London, a city of over 8 million people, has almost as many identities. When someone tells you that they live in London, what they really mean is that they live in their London. It can represent a fresh new start, or a return to the comfort of British tradition, so whether it's a new job, or old friends that bring you back to London, choose your area carefully and make it your own just as Coco has. **ME**