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London Shopfronts

Emma J Page

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- Shopping online is convenient, but shopping in person offers something more: beauty, interest and good design. Just like this book

Walking through the streets of London provides a glorious miscellany of history and design, past shops that have stood for centuries and those that popped up just last week. This book is a visual celebration of the capital's most interesting stores: a vibrant compendium filled with original photography and fascinating write-ups. It explores the artistry behind each façade's unique signage, delves into the sites' past lives and includes personal stories of ingenuity, community and resilience from London's shopkeepers. For shops are no longer just somewhere we buy things – you can do that online, these days – but places to connect with others, browse creative objects and gather inspiration.

Emma J Page is a journalist, writer and editor who contributes regularly to publications including *The Times Magazine* and *The Evening Standard*. **Rachael Smith** is a renowned interiors and portrait photographer.

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