

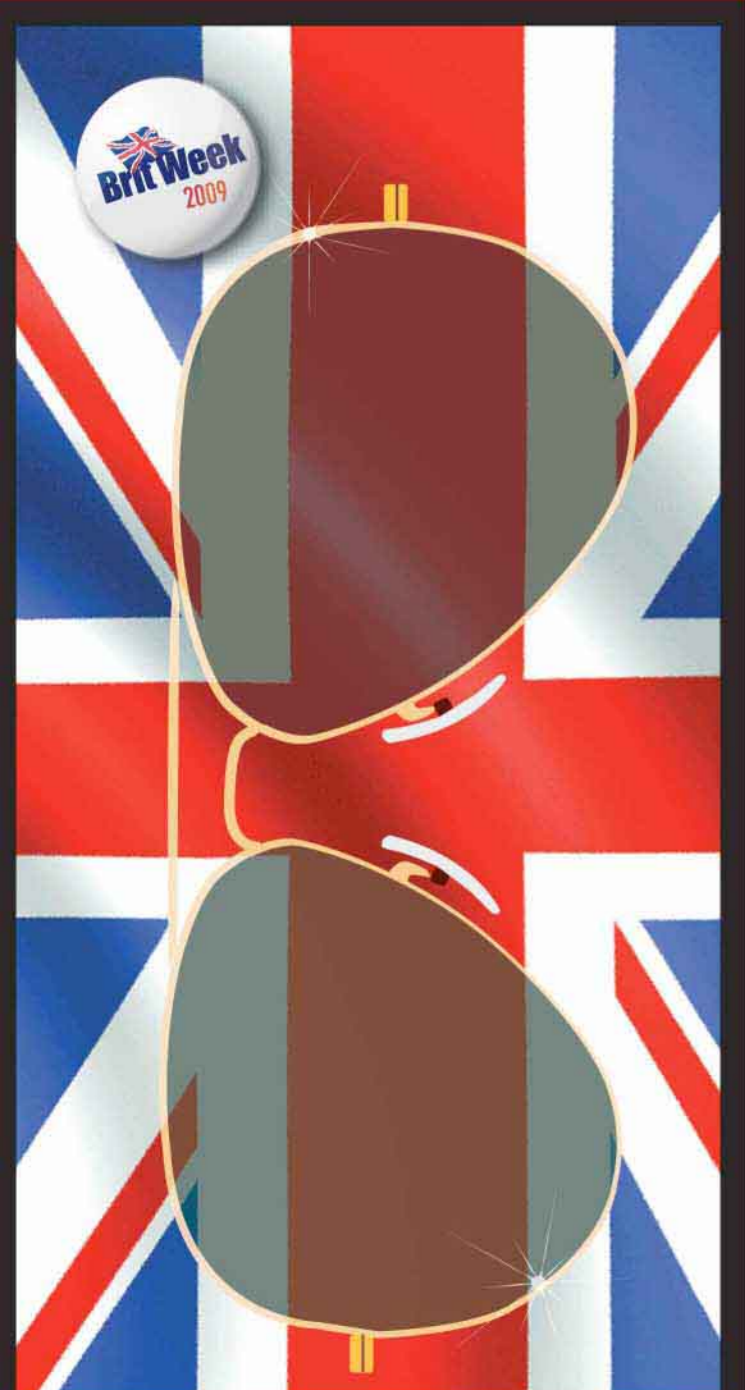
# Brit week...

Love your British experience in L.A.? Come and experience the real-deal, all at a great price. With the exchange rate at a 20-year-low, what are you waiting for? There has never been a better time to VisitBritain.



Plan your holiday and find out how you could win a trip for two to London!

visitBritain.com/britweek



## BRITWALK 2009

A BRITISH MAP OF LA

## BritWeek 2009

marks the third exciting year celebrating the British influence and culture in Los Angeles with a series of events in entertainment, music, film, sport and fashion.

British brands, unique and established alike, exemplify the U.K. lifestyle and have significantly contributed to the vibrant life of Los Angeles.

**The BritWalk** takes you on a tour of those stores, restaurants, hotels and lifestyle. Whether in Hollywood, West Hollywood, Beverly Hills, Santa Monica or Orange County the BritWalk Map will take you there! Have some fun and discover the excitement and originality offered by the many British brands in Los Angeles.

### Celebrate BritWeek!

Check out [www.BritWeek.org](http://www.BritWeek.org) for more information.

**SPONSORS**

**19**

CHECK OUT BRITWEEK IN **GENLUX MAGAZINE** SPRING 2009 ISSUE WITH MORE FASHION, BEAUTY AND SHOPPING!

### Special Events in LA

- April 16th  
The Race for Green at Long Beach Grand Prix
  - April 21st BritWeek Begins!  
Gala Dinner with Tony Blair benefiting *Malaria No More*
  - April 21st-22nd  
Jeff Beck at the El Rey Theatre
  - April 23rd  
British Consul General Hosts VIP Reception
  - April 23rd  
UB40 at House of Blues
  - April 24th  
GenLux Magazine VIP British Fashion Show  
Filmmakers Forum - "Over There"
  - April 25th  
Karen Millen In-Store Event • 12pm-5pm
  - April 27th  
British Astrophysicist Lecture at the Griffith Observatory
  - April 28th + 30th  
Pub Darts Tournament
  - May 2nd  
BritNight with the LA Galaxy
  - May 3rd  
Cricket: England vs Australia
  - May 6th  
*Cool Britannia: From Classic to Contemporary*  
The BABC LA/BritWeek Party at the Petersen Automotive Museum
  - May 7th  
Keith Emerson and Sweet at House of Blues
  - May 8th  
BAFTA/LA British Comedy Festival • 6pm
- Details for all events at: [www.britweek.org](http://www.britweek.org)

Images courtesy of [www.britainonview.com](http://www.britainonview.com)  
Designed by Theresa Kim for VisitBritain

### Shopping Centers

1. The Beverly Center  
8500 Beverly Blvd • 310-854-0071  
Ben Sherman • 310-657-3400  
Burberry • 310-598-2775  
Karen Millen • 310-659-8220  
The Body Shop • 310-659-7513



2. Westfields Mall Century City  
10250 Santa Monica Blvd • 310-277-3898  
Thomas Pink • 310-843-0014

### Fashion & Lifestyle

3. Ted Baker • 131 N Robertson Blvd • 310-550-7855
4. Burberry • 9560 Wilshire Blvd • 310-550-4500
5. Anya Hindmarch • 118 S Robertson Blvd • 310-271-9707
6. London Sole • 1331 Montana Ave., Santa Monica • 310-255-0937
7. Neiman Marcus • 9700 Wilshire Blvd • 310-550-5900
8. Jo Malone at Neiman Marcus • 9700 Wilshire Blvd.
9. Stella McCartney • 8823 Beverly Blvd • 310-273-7051
10. Turnbull and Asser • 9633 Brighton Way • 310-550-7600
11. Virgin Megastore at Hollywood & Highland Center  
6801 Hollywood Blvd #105 • 323-769-8520

### Rodeo Drive

12. Jimmy Choo • 240 N Rodeo Dr • 310-860-9045
13. Garrard • 202 N Rodeo Dr • 877-222-1735
14. Smythson • 222 N Rodeo Dr • 310-550-1901

### Restaurant

15. Gordon Ramsay at the London Hotel  
1020 N. San Vicente Blvd., West Hollywood • 310-358-7788
16. The Hall Courtyard Brasserie at Palihouse  
8465 Holloway Dr., West Hollywood  
323-656-4020 ext 120 or [thehallbrasserie.com](http://thehallbrasserie.com)
17. Ceconi's  
8764 Melrose Ave., West Hollywood • 310-432-2000

### Shops on Melrose

18. English Laundry • 7519 Melrose Ave • 323-782-9429
19. Alexander McQueen • 8379 Melrose Ave • 323-782-4983
20. Coco de Mer • 8618 Melrose Ave • 310-652-0311
21. Mulberry • 8407 Melrose Place • 888-685-6856
22. Paul Smith • 8221 Melrose Ave • 323-951-4800
23. Temperley London • 8452 Melrose Place • 323-782-8000

### Hotels

24. Four Seasons Hotel • 300 S Doheny Dr • 310-273-2222
25. The London Hotel • 1020 N. San Vicente Blvd., West Hollywood • 866-282-4560
26. The Palihouse Hotel • 8465 Holloway Dr., West Hollywood • 323-327-9702

### Jewelery

27. Asprey (Beverly Hills Hotel) • 9641 Sunset Blvd • 310-550-0520
28. Garrard • 202 North Rodeo Dr • 877-222-1735

### Interior

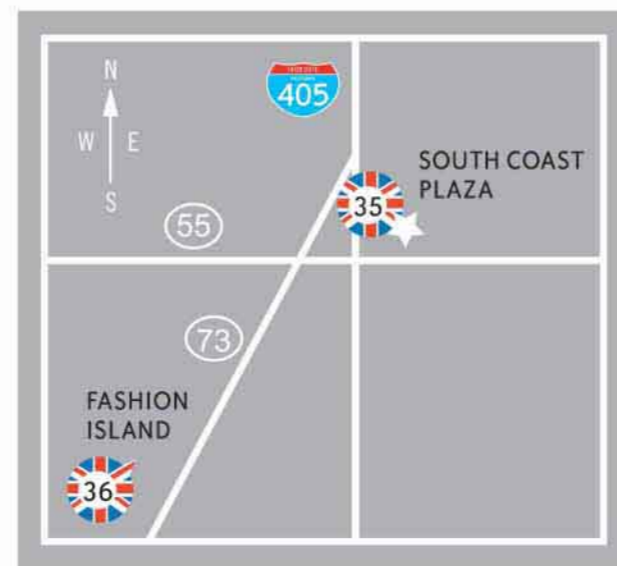
29. Farrow and Ball • 8475 Melrose Ave • 323-655-4499
30. The Rug Company • 8202 Melrose Ave • 323-653-0303

### Automobile

31. Aston Martin • 8833 West Olympic Blvd • Beverly Hills
32. Bentley • 8900 Wilshire Blvd • Beverly Hills
33. Jaguar • 9176 Sunset Blvd • Los Angeles
34. Mini Cooper • 4270 Lankershim Blvd • North Hollywood

### PARTICIPATING STORES IN ORANGE COUNTY

35. SOUTH COAST PLAZA  
3333 Bristol St., Costa Mesa  
Burberry 714-556-8110  
Jimmy Choo 714-327-0644  
John Lobb 714-662-3300  
Jo Malone 714-545-4632  
Saks Fifth Avenue 714-540-3233  
Ted Baker 714-751-1128
36. FASHION ISLAND SHOPPING CENTER  
1003 Newport Center Dr., Newport Beach  
The Body Shop 949-760-1040  
Neiman Marcus 949-759-1900  
Stella McCartney (at Neiman Marcus)



## THE BRITWALK! 2009



### British Offers

Present this map at purchase

- ★ Take 20% Off at Smythson #14
- ★ Enter to Win at Karen Millen #1
- ★ Featured outfits in their window
- ★ Take 25% Off at Coco de Mer #20
- ★ Also at [cocodemerusa.com](http://cocodemerusa.com). Use Code *Brit Week* at checkout
- ★ FREE Samples at Jo Malone #35 (South Coast Plaza)
- ★ Enter to Win a Handbag from the Burberry #1, 4
- ★ Womenswear Spring/Summer 2009 Collection
- ★ Take 10% Off at Temperley London #23
- ★ Tea at the London by Gordon Ramsay #15
- ★ Special BritWeek Menu at the Four Seasons #24
- ★ English Breakfast, Lunch and Dinner
- ★ BritWeek Breakfast at Ceconi's #17
- ★ BritWeek Lunch at The Hall Brasserie #16



Palihouse Hotel  
Special BritWeek LA rates:  
Classic Guest Suite \$325/night  
King Corner Guest Suite \$425/night

Hotel Reservations:  
Cara Federici  
[cfederici@palihouse.com](mailto:cfederici@palihouse.com)  
Tel: (323) 327-9702 Code: (PH-Brit)

\*rate does not include taxes or parking.  
\*Subject to availability at time of request.

British Lunch:  
2 Courses \$25  
3 Courses \$30

Pre-Event Evening Menu\*:  
(6pm-7:30pm)  
2 Courses \$30  
3 Courses \$38

British Sunday Lunch  
2 Courses \$25  
3 Courses \$30

For Reservations at The Hall  
Courtyard Brasserie at  
Palihouse (323) 656-4020  
or [thehallbrasserie.com](http://thehallbrasserie.com)

\*Pre-Event Menu Items will be  
available as specials on the regular  
dinner menu at la carte prices.

### Markets and Shops

37. Bristol Farms  
9039 Beverly Blvd., West Hollywood • 310-248-2804  
7880 W Sunset Blvd., Hollywood • 323-874-6301  
1515 Westwood Blvd., Westwood • 310-481-0100  
8448 Lincoln Blvd., Westchester • 310-410-0593  
606 Fair Oaks Ave., South Pasadena • 626-441-5450
38. Beachwood Market  
2701 Belden Dr., Hollywood • 323-464-7154
39. Mr Marcel Gourmet Grocery (Farmers Market/The Grove)  
6333 W. 3rd St. #150 • 323-935-9451
40. Vicente Foods  
12027 San Vicente Blvd., Los Angeles • 310-472-5215
41. Fields Market  
23221 Satlicoy St., West Hills • 818-346-5117
42. Cost Plus World Market (Farmers Market/The Grove)  
6333 West 3rd St., Los Angeles • 323-935-5530

### Try these Shops & Tea Rooms:

43. Irish Import Shop  
738 North Vine St., Hollywood  
323-467-6714
44. British Connection  
4413 Torrance Blvd., Torrance  
310-214-1790
45. Continental Shop  
1619 Wilshire Blvd., Santa Monica  
310-860-9045
46. The Tudor House  
1403-1409 2nd St., Santa Monica  
310-451-4107
47. Ye Olde Kings Head Shoppe  
132 Santa Monica Blvd., Santa Monica  
310-394-8765



See stores or restaurants  
for details on all promotions.

Check out the BritWeek Store at [BritWeek.org](http://BritWeek.org)



Look out for Special Promotional  
Pricing on Heinz Beans, Lifeboat Tea  
& Lyons Biscuits in select stores



# Brit week...

Love your British experience in L.A.? Come experience the real-deal. Shop in chic boutiques, follow in the footsteps of your favorite stars and taste award-winning cuisine, all at a great price. With the exchange rate at a 20-year low, what are you waiting for? There has never been a better time to VisitBritain.



Win a trip for 2 to London

You could win the "Taste of Britain Sweepstakes," including two round-trip economy airline tickets from L.A. to London on Virgin Atlantic, four nights deluxe accommodations at the five-star May Fair hotel in London and a champagne afternoon tea for two! Enter for your chance to win now at [www.visitBritain.com/britweek](http://www.visitBritain.com/britweek)

## Radisson Edwardian Hotels

Stay in the heart of the action with Radisson Edwardian's 4 and 5 star properties in London and Manchester. Our hotels offer unpretentious luxury, supreme comfort and genuine service that focuses on every detail of your stay, so that you can relax and enjoy the city - hip, happening and on your doorstep! For further information, please visit [www.radissonedwardian.com](http://www.radissonedwardian.com)

Radisson Edwardian doubles from \$171

Radisson EDWARDIAN HOTELS



## The May Fair

Or for additional chic in the heart of fashionable Mayfair, stay in an icon of style. First opened by King George V in 1927, The May Fair has since undergone a 200 million dollar renovation.

Experience the tranquility of the spa, the energy of the casino and the hip vibe of the May Fair Bar or exclusive Amba Restaurant. For further information please visit [www.themayfairhotel.co.uk](http://www.themayfairhotel.co.uk) and [www.themayfairsuites.com](http://www.themayfairsuites.com) or call 1-888-201-1718

May Fair doubles from \$287

THE MAY FAIR LONDON



All prices are per room per night and include a full English breakfast, VAT and a collection of exclusive leisure offers for London activities. Please note USD prices are based on \$1.40 exchange rate and are used for comparative purposes, rates will be quoted in British Pound Sterling.

## Fresh Culinary Scene

Whether it's a Michelin starred restaurant or a local pub, trendy places to eat and drink are popping up all round the country. And whilst we can't promise that you will be sharing a cuppa with Hugh Grant or Orlando Bloom, there is a chance.

### The Narrow, London, England

The Narrow is celebrity chef Gordon Ramsey's first gastro-pub. This cosy eatery serves seasonal British food at prices you can swear by. Gorgeously situated it nestles in a bend in the Thames and summer days offer the opportunity for al-fresco dining.

### Stein's Fish and Chips, Padstow, Cornwall, England

No trip to Britain is complete without sampling fresh fish and chips and those notorious mushy peas. And celebrity chef and seafood expert Rick Stein arguably serves the best around. The fish is freshly caught and cooked to perfection and you can enjoy your meal inside, or outside on the beautiful quay for less than £7.

### The Hardwick, Abergavenny, Wales

Having recently been awarded a Michelin 'bib gourmand' you can rely on this restaurant to offer top-end food that won't stretch the budget. The Hardwick's philosophy is to serve simple and honest food with a concentration on local ingredients.

### St Andrew's Farmers' Market, St Andrews, Scotland

If you like knowing where your food has come from and meeting the people who make it, don't miss Britain's farmers' markets. The beautiful medieval town of St Andrew's in Scotland has one of the best in its region. Here you'll find a wide range of inexpensive local produce including organic meats, fish and poultry.



## Chic Shopping

Wherever you are in Britain, the choice of shops is endless. Every city has its own unique blend of local boutiques, high street shopping and luxury brands. Here are some of our favourite places to shop.

### London, England

For some unique and often bargain finds, don't miss London's eclectic markets. Why not float downstream to the famous weekend craft markets at Greenwich, enjoying the great sights of London along the way. Or take inspiration from the latest designs at Spitalfields Market, where London's up-and-coming young designers show off their work. For luxury items, leave the crowds of Oxford Street behind and discover hidden gems in Marylebone High Street and St Christopher's place. For famous names such as Alexander McQueen and Chanel, go to Old Bond Street.

### Bath, England

For a truly memorable shopping experience spend a day exploring the exquisite boutiques and antique shops in Bath's grand Georgian streets. Then rest your weary feet by treating yourself at the magnificent Thermae Bath Spa which is guaranteed to leave you feeling revitalised.

### Glasgow, Scotland

Plan for excess baggage on your return journey now. Glasgow is second only to London as Britain's most fantastic shopping city. For unique jewellery head to the resplendent Argyll Arcade or Merchant's City for independent boutiques.

### Hay on Wye, Wales

With over 40 specialist bookshops, this picturesque town is a bookworm's dream. Seek out a first edition of your favourite childhood book or let the knowledgeable and often eccentric locals guide you to new discoveries. Plus, don't miss the famous literary festival which takes place here every May.

## Green Britain

Getting out and doing fun and exciting things doesn't mean you can't be green. In fact, in Britain, some of the best activities are sustainable and great fun for everyone.

### Junky Styling, Brick Lane, London

Experience Brick Lane's artful blend of customised vintage pieces, with an ethnic flair, at Junky Styling where old clothes are given a whole new lease of life. Recycling has never been so creative - turning suit sleeves into scarves or men's jackets into dresses! The designs are wacky but original and are popular with the likes of Gwen Stefani and Russell Brand.

### Eden Project, Cornwall, England

The famous Eden Project in St Austell is a global garden, showcasing 100,000 plants from around the world in its rainforest and Biomes. You can even get behind-the-scenes footage, as well as tips and information from Eden's experts with a GPS powered 'Story Compass'.

### Aberfeldy Distillery, Perthshire, Scotland

Scotland: the home of Whisky. Experience Aberfeldy distillery which utilizes the river to cool the spirit that runs from the pot stills. Go green and enjoy the experience at the distillery by arriving by kayak along the fast flowing rapids of this beautiful river.

### CAT, Machynlleth, Wales

Learn how to be more sustainable at the oldest and largest eco-centre in Europe, the Centre for Alternative Technology, (CAT), where you can experience a diversity of flora and fauna, take a stroll around fascinating organic gardens or explore an inspiring array of exhibits. Enjoy a leisurely meal in their organic restaurant after experiencing exciting interactive displays demonstrating the incredible power of wind, water and sun.

## Make a Date with Britain

Britain offers an enormous number of events and attractions for you to enjoy during your stay. Here are just a few of the ways you can join us in celebrating our heritage, our land and the occasional greedy monarch.

### Henry VIII 500 years celebration, around London, 2009

This year London is celebrating 500 years since Henry VIII was crowned King of England. Highlights of the calendar include the opening of the Tudor Garden at Hampton Court Palace in June and a jousting tournament at Eltham Palace. Henry's many women also get a look in in August when their portraits will be displayed at a fascinating exhibition at Hampton Court.

### Glorious Goodwood, W. Sussex, July

Goodwood is arguably the most beautiful racecourse in Britain. And it's here that, the horseracing highlight of the social summer season happens. After all, who wouldn't want to attend an event once described by King Edward VII as 'a garden party with racing tacked on'?

### Homecoming, Scotland, throughout 2009

A year-long celebration filled with events focusing on whisky, golf, ancestry and poet Robert Burns. Highlights include Whisky Month in May, where you can learn from the expert stillsmen and master blenders who have been creating one of Scotland's fondest exports, and the iconic Edinburgh Military Tattoo in August.

### Ryder Cup, Newport, Wales, 2010

Fancy Tiger Woods walking in your footsteps? Now is your chance to play on the 2010 course before the professionals get there. Wales boasts over 200 golf courses, including Celtic Manor where the championship will take place, for you to play on. Wales prides itself on offering 'Golf as it should be', meaning it is about getting back to the spirit of golf: challenge & conviviality; achievement & entertainment.



## Get Set Jetting

Britain's landscapes and buildings have provided the backdrop for numerous acclaimed blockbuster movies. See where Harry Potter took his first flying lesson or discover where Keira Knightley fell in love with Mathew McFadden in Pride and Prejudice.



### 1 River Thames, London

Get a taste of the 007 lifestyle by taking a James Bond style speed-boat trip down the River Thames. This thrilling voyage passes many of the icons that feature in the Bond films including Big Ben, the impenetrable MI6 building which features as James Bond's base in six Bond movies and the O2 centre (formally the Millennium Dome) which Bond sailed in *The World is Not Enough*.

### 2 Alnwick Castle and Gardens, Northumberland

Used for the flying scenes in Harry Potter, Alnwick Castle and Garden is an inspirational playground of history. Don't miss the opportunity to take part in a Knight's Quest or have dinner in Britain's largest tree house.



### 3 Chatsworth House, Bakewell

You'll be popping your breaches with excitement when you visit the magnificent home of the Duke and Duchess of Devonshire. Chatsworth House is recognisable from the recent *Pride and Prejudice* film with Keira Knightley, where it was used as the setting of Mr Darcy's estate - Pemberley.

### 4 Eilean Donan Castle, Highlands, Scotland

One of the most romantic locations in Scotland, this 13th century castle is no stranger to the camera. The castle and its magnificent surroundings have featured in *The World is Not Enough*, *Elizabeth*, *The Golden Age* and most recently as Colin McMurphy's (Kevin McKidd) family home in the romantic comedy *Made of Honor*.



### 5 Snowdonia National Park, Wales

Imagine yourself as Angelina Jolie in *Tomb Raider 2* as you explore Snowdonia. It's one of the most spectacular of the UK's 11 National Parks and is completely free to visit. With 823 square miles there is plenty to explore, with awesome mountain ranges and wild, unspoilt coastlines with conceivable species of wildlife.

## Insider's tips

With the exchange rate at a 20-year low, now's the time to book your trip to Britain!

### Travel

If you are planning on making multiple trips around Britain, then why not look into getting a **BritRail Pass**. It's a great way of saving money, particularly if you're planning on doing a number of trips within a short space of time.

### Attractions

If you're interested in British History then don't miss out on a **Great British Heritage Pass**, which you can buy on the visitBritain website. You pay a flat fee for the pass at the outset and then gain free reign of some of the best palaces, castles and gardens in Britain. Visit more than one place in a day and you'll easily recoup the cost. Plus, don't forget that Britain has hundreds of free world-class museums and art galleries including the British Museum, the Natural History Museum and the Tate - so there's never an excuse for a dull day.

## Before You Fly

Did you know you can purchase these passes, as well as other essential travel items such as London travel cards, theatre tickets and tours before you travel on VisitBritain online shop? Many of the items are only available to overseas visitors and are a great way of saving money and beating the queues too.

Make sure you visit our online shop!

For more information about planning a trip to Britain and for your chance to win a trip for two to London, go to [visitBritain.com/britweek](http://visitBritain.com/britweek)

Fly non-stop from Los Angeles to London. Exceptional service for legendary value.

Virgin atlantic