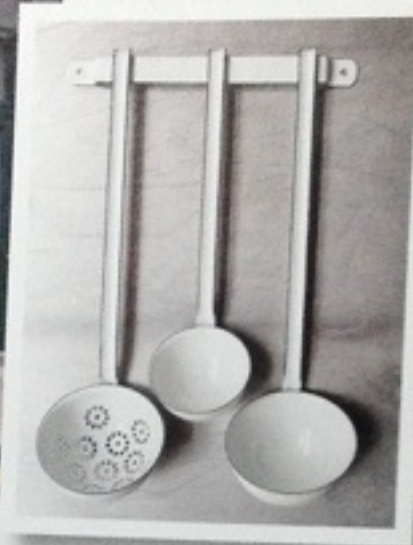




*These retro enamel ladles are perfect for adding a touch of subtle detail around the kitchen.*



## EAST END

"Eclectic" doesn't even begin to describe the East End. Once notorious as one of London's most squalid areas (made doubly infamous by Jack the Ripper), the East End has since sealed a reputation as "hipster central", full of personality and home to a truly mixed bunch. With some of the most spirited design studios based here, the East is undoubtedly the place to go for cool-hunters.

### LABOUR AND WAIT

85 Redchurch Street,  
tel: +44 020-7729-6253,  
[www.labourandwait.co.uk](http://www.labourandwait.co.uk)

Stepping into Labour and Wait instantly inspires a sense of house pride. The shelves are lined with the most practical yet sleek crockery, utensils, tools and all sorts of paraphernalia for the home and garden, from specialist makers and traditional manufacturers.

### PELICANS & PARROTS

40 Stock Newington Road,  
tel: +44 020-3215-2083,  
[www.pelicansandparrots.com](http://www.pelicansandparrots.com)

Quaint, cool and quirky, Pelicans & Parrots is an ode to travel, natural history and discovery. Carefully curated oddities and unusual finds, from taxidermised birds to Aztec patterned rugs and African masks, can be found here alongside vintage clothes, accessories and tea sets.



### PITFIELD LONDON

31-35 Pitfield St,  
tel: +44 020-7490-6852,  
[www.pitfieldlondon.com](http://www.pitfieldlondon.com)

Brainchild of celebrated interior designer Shaun Clarkson and textile designer Paul Brewster, who has worked with fashion brands such as Versace, this one-of-a-kind store exudes drama and whimsy. Furnished with found items and reworked vintage pieces, Pitfield constantly evolves with its rotating collections. Says Clarkson: "If somebody wants to pay for the chair he is sitting on and walk out with it, we can arrange that. Or, if they like the cake stand, they can buy even that, too!" The rainbow meringues and healthy salads served at the in-store cafe make this all the more a treat to visit. ●