

= Bond Street =

Bond Street in the West End of London , connects Piccadilly in the south to Oxford Street in the north . The street , consisting of two sections , has been a popular shopping area since the 18th century and is the home of many fashion outlets that sell prestigious and expensive items . The southern section is Old Bond Street and the longer northern section New Bond Street ? a distinction not generally made in everyday usage .

The street was originally fields surrounding Clarendon House on Piccadilly , which were developed by Sir Thomas Bond . It was built up in the 1720s , and by the end of the 18th century was a popular place for the upper @-@ class residents of Mayfair to socialise . Prestigious and expensive shops were established along the street but it declined as a centre of social activity in the 19th century , although it held its reputation as a fashionable place for retail , and is home to the auction houses Sotheby 's and Bonhams ( formerly Phillips ) and the department stores Fenwick and Tiffany 's . It is one of the most expensive and sought after strips of real estate in Europe .

= = Geography = =

Bond Street is the only street that runs between Oxford Street and Piccadilly . Old Bond Street is at the southern end between Piccadilly and Burlington Gardens . The northern section , New Bond Street , extends as far as Oxford Street . The whole street combined is around 0 @. @ 5 miles ( 0 @. @ 8 km ) long . The street is narrow , and many of the shops along its front are less than 20 feet ( 6 m ) wide .

The nearest tube stations are Green Park on Piccadilly , and Bond Street station on Oxford Street . Despite its name , the station does not directly connect to either New or Old Bond Street . No bus routes use the street , though the C2 service crosses New Bond Street . Part of New Bond Street is classified B406 ; the remainder and all of Old Bond Street has no number . New Bond Street is pedestrianised between Grafton Street and Clifford Street to prevent through traffic and to stop the road being used as a rat run .

= = History = =

There has been evidence of Roman settlement around what is now Bond Street . In 1894 , a culvert made from brick and stone was discovered in the area . The street was named after Sir Thomas Bond , the head of a syndicate of developers who purchased a Piccadilly mansion called Clarendon House , from Christopher Monck , 2nd Duke of Albemarle in 1686 , and proceeded to demolish the house and develop the area . At that time , the house backed onto open fields , known as Albemarle Ground , and the development of various estates in Mayfair had just begun .

New Bond Street was added during a second phase of construction 14 years after Bond 's syndicate began developing the area . Most of the building along the street occurred in the 1720s , on what was the Conduit Mead Estate . John Rocque 's map of London , published in 1746 , shows properties along the entire length of Bond Street , including the fully constructed side streets . The two parts of the street have always had separate names , and a plan by the council to merge the two into a singular " Bond Street " in the 1920s were rejected by locals .

During the 18th century , the street began to become popular with the bourgeoisie living around Mayfair . Shop owners let out the upstairs for residential purposes , attracting lodgers such as Jonathan Swift , George Selwyn , William Pitt the Elder and Laurence Stern . In 1784 , Georgiana Cavendish , Duchess of Devonshire , an active socialite , demanded that people boycotted Covent Garden as its residents had voted against Whig member of parliament Charles James Fox , causing him to lose his seat in parliament and dissolve the Fox ? North Coalition . She insisted people should look for nearer shopping streets , and encouraged people to go to Bond Street . Consequently , the street became a retail area for people living in Mayfair . By the end of the century , an upper class social group known as the Bond Street Loungers had appeared , wearing expensive wigs and parading up and down the street in a pretentious manner .

Lord Nelson stayed at temporary lodgings on New Bond Street between 1797 ? 8 , and again in 1811 ? 13 . Thomas Pitt , 2nd Baron Camelford lived on Bond Street and was unhappy about the presence of the Bond Street Loungers . Already notorious for a violent and abusive temper , on 7 October 1801 , he refused invitations to join in celebrations of peace between Britain and France ( which led to the Treaty of Amiens ) , resulting in an altercation with several Loungers at his doorstep . Camelford retreated upstairs and fired upon the crowd with a pistol .

During the 19th century , Bond Street became less known for its social atmosphere and increased its reputation as a street for luxury shopping . The auctioneer Phillips was established in 1796 at No. 101 Bond Street , specialising in stringed instruments and sheet music . The jewellers Asprey originally opened in 1830 at Nos. 165 ? 169 New Bond Street . The Jewish practice of Kabbalah has been associated with the street after former East End trader Sarah Levenson opened a shop on No. 50 New Bond Street in 1856 and immediately became profitable , albeit through exaggerated and questionable product claims . Levenson was twice taken to court and prosecuted for fraud , each resulting in a five @-@ year prison sentence . She died mid @-@ way through the second . Nevertheless , the practice regained popularity and a Kabbalah Centre remains on the street .

The Royal Arcade links Old Bond Street with Albemarle Street . It was originally proposed in 1864 as a longer link between Old Bond Street and Regent Street , but this was rejected due to the scale of proposed demolition and restricting access to existing properties . It was subsequently redesigned to its current layout , opening in 1879 and replacing the Clarendon Hotel , which had been demolished in 1870 .

The street has maintained its reputation for luxury shopping into the 21st century , and has on occasions been regarded as the best retail location in Europe . In 2011 , Bloomberg Business reported that New Bond Street was the most expensive retail street in Europe after the Champs @-@ Élysées in Paris . As a consequence , though , the street has suffered from armed robbery on numerous occasions , with thieves being attracted by the high value of goods that can be stolen in raids . The Graff Diamonds robbery in Bond Street in 2009 resulted in an estimated loss of £ 40 million .

= = Properties = =

Westminster City Council have said that Bond Street has the highest density of haute couture stores anywhere in the world , attracting " the rich , the famous , and the simply curious " . The entire length of Bond Street has been part of the Mayfair Conservation Area controlled by Westminster City Council since 1969 . Building alterations and constructions are tightly controlled to ensure the street 's appearance and upkeep are unaltered . Many buildings are listed . The council regulates the style and materials used on shop front advertising .

At one time , Bond Street was best known for top @-@ end art dealers and antique shops that were clustered around the London office of Sotheby 's auction house ? which has been at Nos. 34 ? 35 Bond Street since 1917 and the Fine Art Society , founded in 1876 . The sculpture over the entrance to Sotheby 's is from Ancient Egypt and is believed to date from around 1600BC . It is the oldest outdoor sculpture in London .

Some dealers and antique shops remain , but many of the shops became occupied by fashion boutiques , some of which are branches of global designer brands . The street still has a reputation as a fashionable place for shopping , including the flagship stores for Ralph Lauren and Cartier . Fenwick have had a department store on Bond Street since 1891 . The Phillips building at No. 101 is still used for auctions ; the company was bought by Bonhams in 2001 and subsequently spent £ 30 million expanding and refurbishing the premises . In 2015 , Valentino announced plans to build a new flagship store on Old Bond Street .

The street features " Allies " , a statue of Winston Churchill and Franklin D. Roosevelt , who are portrayed sitting on a park bench in conversation , sculpted by Lawrence Holofcener . The statue , popular with tourists , was unveiled in May 1995 by Princess Margaret and was erected by the Bond Street Association to commemorate 50 years since the end of World War II . In 2013 , maquettes of the sculpture ( which are replicas , as Holofcener did not make any as part of the original artwork or

design ) were sold at Bonhams .

The construction of Crossrail , part of which runs between Bond Street and Tottenham Court Road stations , involved demolition of property in nearby Hanover Square , some of which backs onto New Bond Street . This affected Nos. 64 ? 72 , which required refurbishment .

= = Cultural references = =

Bond Street has been mentioned in several works of literature , including Jane Austen 's novel *Sense and Sensibility* and Virginia Woolf 's 1925 novel *Mrs Dalloway* . The plot of the 1948 film *Bond Street* centres around items purchased from shops on the street . In Suzanna Clarke 's novel *Jonathan Strange & Mr. Norrell* , Bond Street is described as having " the most fashionable shops in all the kingdom " .

Bond Street is also a square on the British Monopoly board , and is the most expensive of the green @-@ coloured set that also includes Regent and Oxford Streets . The three streets are grouped together because of their shared history in shopping and retail .