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| 1 | **Content name** | **Localise** | London shopping guide - where to shop and what to buy |  |
| 2 | **POS** | **Don't change** | HCOM\_RU | HCOM\_RU |
| 3 | **Locale** | **Don't change** | ru\_RU | ru\_RU |
| 4 | **URL friendly part** | **Don't change** | London-shopping-guide-where-to-shop-and-what-to-buy | London-shopping-guide-where-to-shop-and-what-to-buy |
| 5 | **Channels** | **Don't change** | WEB\_DESKTOP, WEB\_DESKTOP\_ON\_PHONE, WEB\_DESKTOP\_ON\_TABLET, WEB\_PHONE, WEB\_FEATURE\_PHONE, WEB\_TABLET, APP\_PHONE, APP\_TABLET, IPHONE, IPAD, BLACKBERRY, ANDROID, ANDROID\_TABLET, NOKIA, APP\_OTHER, APP\_OTHER\_FACEBOOK, APP\_TABLET\_IPAD, APP\_TABLET\_ANDROID, APP\_TABLET\_WIN, APP\_PHONE\_IPHONE, APP\_PHONE\_ANDROID, APP\_PHONE\_NOKIA, APP\_PHONE\_WIN, APP\_PHONE\_WIN8, APP\_PHONE\_BLACKBERRY, WEB\_PHONE\_IPHONE, WEB\_PHONE\_ANDROID, WEB\_TABLET\_IPAD, WEB\_TABLET\_ANDROID | WEB\_DESKTOP, WEB\_DESKTOP\_ON\_PHONE, WEB\_DESKTOP\_ON\_TABLET, WEB\_PHONE, WEB\_FEATURE\_PHONE, WEB\_TABLET, APP\_PHONE, APP\_TABLET, IPHONE, IPAD, BLACKBERRY, ANDROID, ANDROID\_TABLET, NOKIA, APP\_OTHER, APP\_OTHER\_FACEBOOK, APP\_TABLET\_IPAD, APP\_TABLET\_ANDROID, APP\_TABLET\_WIN, APP\_PHONE\_IPHONE, APP\_PHONE\_ANDROID, APP\_PHONE\_NOKIA, APP\_PHONE\_WIN, APP\_PHONE\_WIN8, APP\_PHONE\_BLACKBERRY, WEB\_PHONE\_IPHONE, WEB\_PHONE\_ANDROID, WEB\_TABLET\_IPAD, WEB\_TABLET\_ANDROID |
| 6 | **Go live date** | **Don't change** | 41674.50591435185 | 41674.50591435185 |
| 7 | **Tags** | **Don't change** | Where to Shop | Where to Shop |
| 8 | **Destination** | **Don't change** | London United Kingdom (549499) | London United Kingdom (549499) |
| 9 | **Article title** | **Don't change** | London shopping guide - where to shop and what to buy | London shopping guide - where to shop and what to buy |
| 10 | **Main image** | **Don't change** | default/london\_0\_AN6MNK.jpg | default/london\_0\_AN6MNK.jpg |
| 11 | **Introduction** | **Localise** | <p>  Just like Paris, Milan and New York, London is a shopping capital. Amongst the bright lights of the city, you'll find hundreds of shopping streets, markets stalls and department stores, tempting you to part with your hard-earned cash. Make your way to central London to experience the chaotic core of London shopping. Alternatively, spend a day getting lost in Westfield - Europe's largest shopping centre. For more unusual and vintage shopping, however, focus on the city's enormous street market presence.  </p> | <p>  </p> |
| 12 | **Body** | **Localise** | <strong>  Knightsbridge  </strong>  <p>    </p>  An exclusive and high-end area of town, Knightsbridge has become known for its luxurious shops. Dripping in designer brands from Gucci to Givenchy, you're likely to walk away from here with a lot lighter wallet. Head to Harvey Nichols to slink through rails of luxury handbags and runway collections or stop by Harrods to stock up on British tea and souvenirs.  <p>    </p> | <strong>  </strong>  <p>  </p>  <p>  </p> |
| 13 | **Body 2** | **Localise** | <strong>  Oxford Street & Bond Street  </strong>  <p>    </p>  The busiest shopping street in Europe, Oxford Street is Central London's shopping mecca. A jostling street lined with huge high street names such as the Topshop flagship store and glistening department stores from John Lewis to Debenhams; if you can't find what you're looking for here, it is unlikely to exist. Head down towards the western end of Oxford Street, towards Marble Arch, and you will stumble upon Bond Street. Full of luxurious brands and elite auction houses, Bond Street represents the height of designer shopping. Just be prepared to take on the fast-paced London stride.  <p>    </p>  <strong>  Marylebone High Street  </strong>  <p>    </p>  Tucked away in the heart of Marylebone is a stylish high street filled with trendy boutiques. Home to luxury fashion stores, health and beauty shops, bohemian coffee bars and gourmet restaurants, this is a great place to shop in London, away from the busy crowds of Oxford Street.  <p>    </p>  <strong>  Neal Street and Seven Dials  </strong>  <p>    </p>  Nestled in the vibrant area of Covent Garden, Neal Street and neighboring Seven Dials are two hotspots for London shopping. Weave your way through entertaining street performer, from magicians to comedians to discover a warren of independent shops, high street stores and a market piazza. Also, if you need to refuel after a hard day's shopping; the main piazza is filled with lively restaurants, cafes and bars avidly, all awaiting your custom.  <p>    </p>  <strong>  Westfield  </strong>  <p>    </p>  If you prefer department store shopping then Westfield is the place for you. An enormous shopping duplex lined with shops, restaurants, a luxury village, spa and multiplex cinema, there is little that you won't find at Westfield. Hop from shop to shop as you discover high street to luxury brands under a swirling glass canopy, or, simply sit in one of the many cafes and restaurants and watch the world go by. You can discover Westfield at two London locations: White City (Shepherd's Bush) and Stratford City.  <p>    </p>  <strong>  London's markets  </strong>  <p>    </p>  London is full of quirky and individual markets selling everything from artisan crafts to gourmet food. The perfect place to purchase a unique gift or just to peruse some colorful stalls, these lively markets offers a real slice of London life. Head down to Spitalfields Market to explore their handicrafts and antiques, swing by Borough Market to soak up the smells of tantalizing gourmet food or visit Portobello Road for some of the best bric-a-brac you'll ever see.  <p>    </p> | <strong>  </strong>  <p>  </p>  <p>  </p>  <strong>  </strong>  <p>  </p>  <p>  </p>  <strong>  </strong>  <p>  </p>  <p>  </p>  <strong>  </strong>  <p>  </p>  <p>  </p>  <strong>  </strong>  <p>  </p>  <p>  </p> |
| 14 | **Similar destinations** | **Don't change** |  |  |
| 15 | **Meta title** | **Localise** | London shopping guide - where to shop and what to buy |  |
| 16 | **Meta description** | **Localise** | London shopping guide - where to shop and what to buy |  |
| 17 | **Meta keywords** | **Localise** | London, UK, where to shop in London, malls, markets, Hotels.com |  |
| 18 | **Author name** |  |  |  |
| 19 | **Author title** |  |  |  |
| 20 | **Author description** |  |  |  |
| 21 | **Author image** |  |  |  |
| 22 | **Author logo** |  |  |  |
| 23 | **Article URL** | **Don't change** | www.hotels.com/articles/ar003455 | www.hotels.com/articles/ar003455 |