

House 04.

Spring 2008
sohohouse.com



10x10

Personal selections by a select few

Submit your 10x10 to house@sohohouse.com

LONDON'S BEST-KEPT FASHION SECRETS THAT ARE NOT TO EVERYONE'S TASTE

- 1/ Bikinis, Tara Matthews.**
www.tara-matthews.com
A luxury line of couture swimwear, all hand-embroidered glamorous yet perfectly safe in the water.
- 2/ Gentlemen's feet, John Rushton.**
www.johnrushtonshoes.com
For traditional English shoes there is just one bespoke designer.
- 3/ Lifelong flowers, Vermont Flowers.**
www.vermontnaturalflowers.com
Made from real flowers that will last for years and are maintenance free.
- 4/ Buttons, The Button Queen.**
www.thebuttonqueen.co.uk
One-of-a-kind button shop that offers a selection of antique / modern styles.
- 5/ Latex Designer, Atsuko Kudo.**
www.atsukokudo.com
Exquisite designer and milliner specialising in latex.
- 6/ Cameras, Rg Lewis.**
www.rglewis.co.uk
Been around for 100 years and has all the latest Leica cameras as well as models from the early 20th century.

- 7/ Tailor, Karen Brost.**
www.karenbrost.com
New designer from the US, based in London, specialising in sexy tailoring.
- 8/ Fashion, Beyond The Valley.**
www.beyondthevalley.com
A great platform to showcase new talent, situated right in the heart of Carnaby St.
- 9/ Vintage fashion, Cloud Cuckoo.**
Check the beaded dresses and cashmere cardigans plus a huge selection of hats and accessories.
- 10/ Fashion, No-One.**
www.no-one.co.uk
Stocks a variety of young local designers from Shoreditch and New Zealand.

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SURVIVAL GUIDE FOR A BRIT IN NEW YORK

- 1/ Your taste or mine?**
www.teasand sympathynewyork.com
Sometimes one must have roast beef, treacle tart and a proper British cuppa. Plenty of home comforts in this West Village institution.
- 2/ It's a dog's life**
Everyone here has a pocket dog and some of them are better dressed than we are.
- 3/ What to wear?**
Twenty-four hours can take you from blizzard to beer garden - so pack a wardrobe of Narnia-style proportions.
- 4/ Say hello to my little friend**
As a resident here, extortion, even at the paltry rate of 20 bucks a week, is alive and well in downtown Manhattan.
- 5/ You are where you eat.** www.zagat.com
New Yorkers take their food very seriously - which is surprising seeing as their apartments usually have Lilliputian kitchens, if they have one at all.
- 6/ Time you got the massage**
Make use of the massage parlours. They look scary, but they fix you.
- 7/ It's a numbers game**
The accent works but the women can be predatory. So next time you exclaim "Cor blimey, Mary Poppins!", have a fake phone number memorised just in case the mutant at the bar overhears you.
- 8/ An age-old problem**
You may remember what you drank at the first gig the Beatles ever played, but the Friday night doorman is still going to make you prove your age. Always carry ID.
- 9/ Are you not entertained?**
Accept that you will never truly understand American sports.
- 10/ Beauty sleep**
Here, there is a pill for anything. We work hard, play hard and sleep hard.

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