



**LIBERTY**  
LONDON

## **LIBERTY'S TOP OF THE SHOPS HAT TRICK**

**London's most loved store is awarded first place in  
Time Out's definitive 'Best Shops' guide for the third time in a row.**

Tuesday November 8 2011 – Liberty was today awarded the coveted title of 'London's Best Shop' by Time Out magazine. This is the third time Liberty has been given the prestigious award, beating the likes of Dover Street Market, Browns, Harrods and Selfridges.

"Time Out invited an advisory panel of 40 designers, retail experts and style obsessives to help us pick London's best shop for 2011. They all put forward their favourite five shops to win. Against some truly tough competition we decided Liberty was London's best shop for 2011, which I'm delighted to say is their third win in a row.

The jumble of wood-panelled rooms, creaky floors and odd carved animals make shopping at Liberty feel wonderfully intimate - and just a little bit whimsical. Wandering through its different departments, you feel as though you're exploring a stately home - with the best gift shop ever. The edit of stock is perfect, from contemporary fashion to the haberdashery (Florence Welch Liberty print fabric anyone?), and the service is great."

***Dan Jones, Time Out Shopping & Style editor***

"We are honoured by this award, thanks again Time Out! This is such an exciting time for Liberty and we certainly won't be resting on our laurels! 2012 sees lots of exciting new openings we hope our customers will love such as Little Liberty – childrenswear department, the expansion of our ground floor to house even more great jewellery and handbags and the return of shoe god Manolo Blahnik with a permanent department."

***Ed Burstell; Managing Director, Liberty.***

## Notes to Editors:

### Here's what some of the voting panel had to say about Liberty:

PETER JENSEN, designer:

it's my favourite London department store for fashion, I love the building and I like that it feels more edited, the other department stores overwhelm me.

BIP LING, blogger and model:

Liberty, the service is great.

SHARMADEAN REID, Wah Nails founder:

Liberty is the most beautiful department store and makes me proud to be British. I love the building and the beauty and fragrance feels like a real edit rather than choosing any big brand. And the windows are amazing too. The Assouline space is incredible; they've dressed it so well.

BETHAN HOLT, blogger, Fashion Editor at Large:

This is nothing short of a genius shop, especially when you consider it's situated just off the frenetic Regent Street. Obviously the fashion is brilliant. I love perusing the vintage designer pieces. But there's a general feeling of everything here being very special with something delightful around every corner, nothing is superfluous.

JACKIE DIXON, blogger, Show Me Your Wardrobe:

I like that it is slap bang in the middle of W1 but feels like a hidden gem. It is consistently unique and full of non-mainstream labels.

YASMIN SEWELL, retail consultant:

Liberty is still the favourite for me, a magical building full of diverse and inspiring product. I always love wandering through there.

GEOFFREY J FINCH, designer of Antipodium:

A favourite of Oscar Wilde and the very first store to place an order on the Antipodium label; Liberty will always feel like a second home.

MAGGIE DAVIS, Time Out London's Associate Shopping Editor:

Can't get enough of the revamped stationery department, RE interiors accessories or the awesome new beauty halls. Love, love, love.

For further information please contact:

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