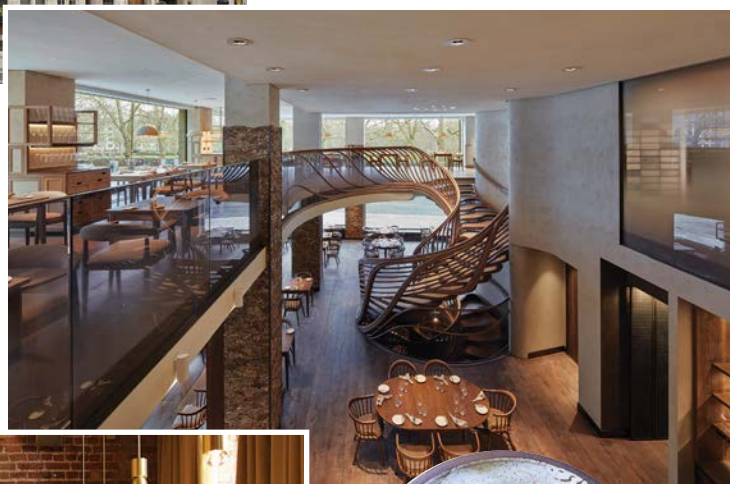




**ENGLISH ACCENTS**  
Above: A bedroom in the Mews, the Connaught hotel's private townhouse. Right: The bar at Isabel. Below: The new MatchesFashion.com store.



**LONDON TIME**  
Above: Self-Portrait's debut boutique. Below: Hide's airy space. Below left: A display at Agnona.



**FARE PLAY**  
From left: The dining area at Gazelle; chef Merlin Labron-Johnson's cooking at The Conduit.

## NEIGHBORHOOD WATCH

# MAYFAIR

The posh heart of London has been getting edgier lately with a new crop of fashionable restaurants and shops.

### Agnona

Ermenegildo Zegna Group's womenswear brand made its London retail debut here last spring, in a space evoking its original fabric mill north of Milan. [agnona.com](http://agnona.com)

### The Conduit

This new private club is home to a sustainability-minded eatery from young talent Merlin Labron-Johnson. A guest-chef program kicks off with Massimo Bottura this month. [theconduit.com](http://theconduit.com)

### Gazelle

This bilevel space offers shareable plates from chef Rob Roy Cameron, an Albert Adrià alum, and cocktails from mixologist Tony Conigliaro. [gazelle-mayfair.com](http://gazelle-mayfair.com)

### Hide

Chef Ollie Dabbous's collaboration with Mayfair shop Hedonism Wines features tasting menus upstairs and casual grazing below. [85piccadilly.co.uk](http://85piccadilly.co.uk)

### Isabel

Restaurateur Juan Santa Cruz opened this offshoot of his Buenos Aires hot spot last year, with a Latino-Mediterranean menu and a bossa nova playlist. [isabelw1.london](http://isabelw1.london)

### MatchesFashion.com

The retailer's latest outpost sprawls across a 7,000-square-foot six-story townhouse, its evolving spaces hosting events from supper clubs to trunk shows. [matchesfashion.com](http://matchesfashion.com)

### The Mews

The Connaught's new private townhouse comes with a dedicated butler and loaner Burberry raincoats. [the-connaught.co.uk](http://the-connaught.co.uk)

### Self-Portrait

Emerging designer Han Chong's first stand-alone boutique stocks many pieces exclusive to the store. [self-portrait-studio.com](http://self-portrait-studio.com)

—Jay Cheshes