

**PRESS RELEASE: May 2005**

### **Waterstone's 311 Oxford Street: The London Bookshop**

For centuries London has been the muse for many great artists and authors as is evident at the Turner, Whistler, Monet exhibition currently at Tate Britain, and in the works of hundreds (if not thousands) of authors such as Charles Dickens, Oscar Wilde and Zadie Smith. Waterstone's, Britain's leading bookseller, has observed this continued fascination with England's capital city and has devoted its flagship branch at 311 Oxford Street to celebrating all things London, with the launch of a bespoke London section for Londoners and visitors to London alike.

Oxford Street is the obvious home for this project, officially Europe's busiest shopping street with 200million visitors a year passing through either to shop, work or on route to one of London's major attractions or restaurants. Waterstone's 311 Oxford Street is now a one-stop-shop for all things London with an extensive range of London based fiction and non-fiction that will be joined later in the year by free internet access to key London information sites (such as VisitLondon). This new front of branch section is clearly marked by an enlarged A-Z floor map showing the length of Oxford Street and its surrounds – a helpful tool for lost tourists.

As well as the bespoke section which houses guides, London related fiction and specialist titles, London recommendations continue throughout the shop's three floors, with highlighted bays including London food, history, art, sport, London for Children and even a humorous guide to understanding the locals Cockney rhyming slang.

Waterstone's booksellers are renowned for their expertise and recommendations and this shop is brimming with treats. If you are a business traveller with only a few hours to explore the city, a tourist looking for inspiration or a resident looking for something new to do over the weekend, it's all here. From Baker Street to Borough Market, there's something for every taste and if you spot a number of books that you simply must have, you don't even need to worry about carrying them home/back to the hotel as they can be shipped to the destination of your choice.

As part of Waterstone's 311 Oxford Street's London focus there will be London related events and exhibitions throughout the year. For information customers can check out [www.waterstones.co.uk](http://www.waterstones.co.uk) or call the branch on 0207 4996100.

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