

THE SHOP
NW10

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THE SHOP NW10 IS WEST LONDON'S ANSWER TO A NEW YORK STYLE DIVE BAR. FOUNDED BY LUKE ALLEN & BEN MAGID, WHO'S LIFELONG DREAM WAS TO OPEN A BAR, IT COMBINES THE LAIDBACK VIBE OF YOUR CORNER SHOP, WITH AN UPSCALE COMMITMENT TO QUALITY THAT MIGHT OTHERWISE LURE YOU FURTHER AFIELD.

COCKTAILS ARE SERVED IN MILK BOTTLES OR JAM JARS, AND EVERYTHING THAT ISN'T NAILED DOWN IS FOR SALE. YOU COULD COME DRINKING AND FIND YOURSELF LEAVING WITH AN ANTIQUE TABLE, LIGHT FIXTURE OR A NEW PRINT. SINCE THE LAUNCH IN JULY 2011, THE SHOP HAS ESTABLISHED A LOYAL FOLLOWING FROM THE LOCALITY AND BEYOND. IT'S A VERSATILE AND CREATIVE VENUE / SHOPFRONT.

- SINCE LAUNCHING OUR EVENTS DIVISION WE HAVE BOTH HOSTED AND PRODUCED BESPOKE EVENTS, A SELECTED LIST OF CLIENTS CAN BE SEEN BELOW

PRODUCED

LOFT STUDIOS
SAVANNAH MILLER
YMC - YOU MUST CREATE
USED MAGAZINE
STUDIO SPACE
ELITE MODELS
HARVEY NICHOLS
VOGUE FASHION NIGHT OUT - VFNO
KAREN MILLEN

HOSTED

BROKEN DOLL'S BAR BOUTIQUE
COOKIE GIRL 'POP UP TEA PARTY'
XMAS MARKET 'SPICE AND ALL THINGS NICE'
PING TRON - SPONSORED BY BELVEDERE
DJ 'WHEELIE' BAG
KOSHER ROAST
ART EXHIBITION OF GRAFFITI MUNDO
ANNA MAES - AMERICAN STREET FOOD
WHEN MAC MET CHEESE

KAREN MILLEN elite YMC VOGUE HARVEY NICHOLS LOFT STUDIOS FASHION'S NIGHT OUT U S E D

THE SHOP 'UP' SERVICES

THE SHOP 'UP' MOBILE BARS, INCLUSIVE
OF ALL BAR WARES

THE SHOP 'UP' BAR & CATERING STAFF

BESPOKE COCKTAIL & CATERING DESIGN

DJ'S

LIGHTING & SOUND

COCKTAIL GIFT DESIGN

THE SHOP 'UP' EVENTS

FASHION SHOWS, LAUNCH PARTIES, WAREHOUSE RAVES,
PRIVATE PARTIES, WEDDINGS ETC.

FEATURED PRESS

VOGUE

"WE LOVE THE SHOP ASSISTANT (TEQUILA, LIME, HONEY AND FRESH RASPBERRIES TOPED WITH BEER)"

BAR CHICK

"THE GUYS BEHIND KENSAL RISE'S HOTTEST NEW HANGOUT ARE ALL LAID BACK, COOL AND CREATIVE – AND THAT'S EXACTLY WHAT THIS BAR IS ALL ABOUT."

ES MAGAZINE

"THE SHOP, A COCKTAIL BAR-CUM-CURIOSITY SHOP IN KENSAL RISE, SERVES COCKTAILS IN JAM JARS AND EVERYTHING. BOOK A BIG TAXI AS YOU MIGHT GO HOME WITH MORE THAN JUST YOUR DATE."

COCKTAIL LOVERS

"WHAT THEY'VE CLEVERLY DONE IS GONE FOR THAT ELEGANT SLUMMING FEEL, SOURCING RECLAIMED FURNITURE AND FITTINGS AND MIXING THEM UP WITH BANG-ON-THE-MONEY MODERN ART."

SOCIETE PERRIER

"IF ONLY ALL RETAIL OUTLETS WERE AS ECLECTIC AND INDEPENDENT AS THIS, THERE WOULDN'T BE AN ECONOMIC SLUMP, SERIOUSLY."

TIME OUT

"WITH AN ETHOS REFLECTED IN ITS COCKTAIL MENU-MIXOLOGY BY THE NAME OF 'HABADASHERY' AND 'ONCE LOVED' - THE WARES ON OFFER WILL BE OF THE HANDMADE AND UPCYCLED VARIETY."

VIDEO LINKS

THRILLIST

[HTTP://WWW.THRILLIST.COM/BARS/LONDON/NW10-3ND/
NOTTING-HILL/THE-SHOP-NW10_CHEAP-DRINKS_GREAT-
COCKTAILS_OUTDOORS_SHOPS](http://www.thrillist.com/bars/london/nw10-3nd/notting-hill/the-shop-nw10-cheap-drinks-great-cocktails-outdoors-shops)

PING TRON

[HTTP://WWW.YOUTUBE.COM/WATCH?V=0_DX6AIXH10](http://www.youtube.com/watch?v=0_DX6AIXH10)

USED MAGAZINE

[HTTP://VIMEO.COM/32507050](http://vimeo.com/32507050)

THE SHOP LAUNCH

[HTTP://VIMEO.COM/28106566](http://vimeo.com/28106566)



ALL PRESS SINCE OPENING

BARCHICK – MOST WANTED: IMOGEN ELLIOTT FEATURED ON THE SITE: 18.01.12

GRAZIA – THE SHOP FEATURED IN 'WEEK IN WEEK OUT' PAGE ABOUT HEALTHY COCKTAILS: 17.01.12

ES MAGAZINE/THE EVENING STANDARD – 50 WAYS TO TAKE THE PAIN OUT OF THE PARTY SEASON: THE SHOP LISTED AS NO.4: CIRC: 6.10.226-02.12.11

CITY & ANGEL MAGAZINE – HALF PAGE 'BAR OF THE MONTH' FEATURE WITH PHOTO: CIRC: 42.000, DECEMBER ISSUE

TIME OUT – NOW HERE THIS – LIFESTYLE BLOG WITH FULL LISTING FOR CHRISTMAS MARKET AT THE SHOP: 26.11.12

THE EVENING STANDARD – FULL PAGE FEATURE ON JEWISH FOOD TRENDING IN LONDON: CIRC: 610.726, FULL MENTION OF KOSHER ROAST AT THE SHOP: 27.11.12

LONDON UNLIKE – LISTING PREVIEW FOR THE KOSHER ROAST: 24.11.11

VANITY FAIR ITALY – INCLUSION OF THE SHOP IN THEIR TRENDS PAGE: DECEMBER ISSUE

VOGUE – QUARTER PAGE IN THE 'SECRET ADDRESS BOOK' DECEMBER ISSUE

BARCHICK EVENTS LISTING – FOR THE X-MAS MARKET AND KOSHER ROAST: NOVEMBER

HOT DINNERS – PREVIEW OF KOSHER ROAST – 10.11.11

TIME OUT – NOW HERE THIS BLOG- KOSHER ROAST PREVIEW – 09.11.11

ZAGAT ONLINE – PREVIEW OF KOSHER ROAST: 04.11.11

SQUARE MEAL VENUES & EVENTS – FEATURED IN LONDON NEWS SECTION: AUTUMN ISSUE

STEVEREX ONLINE – FEATURED HALLOWEEN PARTY: 25.10.11

LONDON UNLIKE – FEATURED HALLOWEEN PARTY: 25.10.11

URBAN JUNKIES – FEATURED HALLOWEEN PARTY ON THEIR AGENDA PAGE: 25.10.11

LONDON ON THE INSIDE – FEATURED HALLOWEEN PARTY: 24.10.11

ABSOLUTELY MAGAZINE – NEW FREE RESIDENTIAL MAGAZINE FOR NOTTING HILL – OCTOBER

FOODIE MAGAZINE – REVIEW AND COCKTAIL RECIPE FOR THE ONCE-LOVED COCKTAIL – OCTOBER ISSUE

WEST LONDON LIVING – REVIEW OF THE BAR: NOVEMBER ISSUE

DELICIOUS LONDON NEWSLETTER – REVIEW AND IMAGE INCLUDED: 03.10.11

VIEW LONDON – 5 STAR REVIEW ON THE TOP LISTINGS WEBSITE FOR LONDON: 28.09.11

HARVEY NICHOLS NEWSLETTER – ROUND UP OF VOGUE FASHION NIGHT 'OUT: 27.09.11

THE TELEGRAPH ONLINE – 'LONDON'S BEST BARS' FEATURED IN THE TRAVEL SECTION: 16.09.11

IMBIBE MAGAZINE – HALF PAGE IN THE 'WHOWHATWHERE' PAGE: CIRC: 12.000, SEPT/OCT ISSUE

LONDON UNLIKE (LONDON CITY GUIDE FOR THE ONLINE GENERATION) – FEATURED THE BAR WITH IMAGES: 09.11

PARK LIFE – BLOG FOR QUEENS PARK AND KENSAL RISE: FEATURED THE BAR AND COOKIE GIRL POP-UP: 12.09.11

BLAZIN STAR BLOG FROM EXPERIENTIAL MARKETING EXPERTS – 07.09.11

LONDON ON THE INSIDE – TREND WEBSITE ABOUT THE HOTTEST MUSIC, FASHION AND FOOD/DRINKS IN LONDON: FEATURED THE BAR WITH IMAGE AFTER A VISIT: 05.09.11

CLASS MAGAZINE – MENTIONED IN A FEATURE ON BOTTLED COCKTAILS: SEPTEMBER ISSUE

THE GROVE – PROMOTIONAL FEATURE: (CIRC: 46,000) SEPTEMBER ISSUE

METRO – INCLUDED IN CARNIVAL ROUNDUP: (CIRC: 726,000) 26.08.11

THE COCKTAIL LOVERS – INCLUDED IN CARNIVAL ROUNDUP: 26.08.11

INNERPLACE – CONCIERGE NEWSLETTER: 24.08.11

SQUARE MEAL ONLINE – FEATURED ON THEIR HOME PAGE OF LATEST BAR OPENINGS: 15.08.11

URBAN JUNKIES – FEATURED ON THEIR AGENDA FOR 'WHAT TO DO ON 15.08.11 (10.08.11)

THE HANDBOOK – NEW BAR LISTING ON PREVENTS RESOURCE WEBSITE/NEWSLETTER: 10.08.11

CLASS MAGAZINE – REVIEWED IN 'ABOUT TOWN IN LONDON': AUGUST ISSUE

SOCIETE PERRIER – NEW BAR REVIEW FOR INTERNATIONAL LIFESTYLE WEBSITE SPONSORED BY PERRIER WATER: 3RD AUGUST

DESIGN MY NIGHT – NEW BAR LISTING: 1ST AUGUST
THE COCKTAIL LOVERS – FULL REVIEW WITH IMAGES: 30TH JULY

THE GIN MONKEY – NEW BAR LISTING: 27TH JULY

THRILLIST.COM – INTERNATIONAL TREND EMAIL FEATURING VIDEO AND REVIEW: 26.07.11

PLASTIC BONES – STREET ART BLOG FEATURING IMAGES FROM THE LADIES LOOS: 24TH JULY

THE GROVE MAGAZINE – MENTION IN 'FOOD NEWS': CIRC: 46,000 – AUGUST ISSUE

EVENING STANDARD – BARCHICK BAR REVIEW: CIRC: 700,000 – 21ST JULY

BARCHICK – FULL BAR LISTING/SUPPORTED ON TWITTER: 20TH JULY

BRAZILIAN VOGUE

ITALIAN VANITY FAIR – STYLE MEMO

LINKS

[HTTP://VIMEO.COM/32507050](http://vimeo.com/32507050)

[HTTP://PARK-LIFE.ORG/2011/09/THE-SHOP-COCKTAIL-BAR-KENSAL-RISE/](http://park-life.org/2011/09/the-shop-cocktail-bar-kensal-rise/)

[HTTPS://GUIDEPAL.COM/LONDON/BARS--NIGHTLIFE/THE-SHOP](https://guidepal.com/london/bars--nightlife/the-shop)

[HTTP://WWW.COMPLEX.COM/STYLE/2012/10/THE-50-MOST-STYLISH-NEIGHBORHOODS-IN-THE-WORLD/LADBROKE-GROVE](http://www.complex.com/style/2012/10/the-50-most-stylish-neighborhoods-in-the-world/ladbroke-grove)

[HTTP://RISEGUIDE.CO.UK/THE-SHOP-IS-MENTIONED-IN-ELLE-MAGAZINE/](http://riseguide.co.uk/the-shop-is-mentioned-in-elle-magazine/)

[HTTP://WWW.WORLDBESTBARS.COM/UNITED-KINGDOM/LONDON/WEST-LONDON/THE-SHOP](http://www.worldsbestbars.com/united-kingdom/london/west-london/the-shop)

[HTTP://WWW.COMPLEX.COM/STYLE/2012/10/THE-50-MOST-STYLISH-NEIGHBORHOODS-IN-THE-WORLD/LADBROKE-GROVE](http://www.complex.com/style/2012/10/the-50-most-stylish-neighborhoods-in-the-world/ladbroke-grove)