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LONDON is great for shopping, it really is. But that doesn't mean that when you step outside the confines of the capital there isn't anything to whet your sartorial appetite. Far from it. There are lots of hidden gems out there. We've asked all of favourite fashion contacts to compile the best 100 shops outside of London - a definitive shopping list that should be with you at all times as soon as you step outside of Zone 6. Enjoy.

Compiled by Jessica Bumpus, Susie Bearne and Tilly Macalister-Smith.



Who: Giovanna Ticciati

What: Contemporary and antique furniture, lighting and accessories.

Where: New Street, Petworth, West Sussex, GU28 0AS. Why: An interior decorator and furniture designer, you know you're in safe hands with Giovanna Ticciati. Aside from stocking in-house designs, you'll also be able to find the odd jewellery trinket. Everything here has been hand-picked for its sense of serenity and sophistication. www.giovannaticciati.com.