



### Virtuous cocktails

## Think before you drink — like Mr Mena here

### Try this at home THYME OUT

50ml Gin  
20ml Yellow Chartreuse  
10ml Lemon juice  
5ml Agave syrup  
Pinch of fresh thyme

Shake and strain into  
a small Martini glass.  
Garnish with fresh thyme  
and a lemon twist

When did barmen become 'mixologists'? And do we actually want our drinks alchemised by a Heston with a shaker, anyway? If that sounds like one of your more familiar complaints, Oscar Mena, head barman at London's Scarfes Bar at The Rosewood hotel, could be the man to persuade you otherwise.

Coming from the home of tequila (Guadalajara), spirits are in his blood, but his desire to eat well and exercise often comes unstuck in a bar. Not good, he says. 'You work out, then sacrifice that buzz for a generic cocktail.' His new thing is 'wholesome hedonism', combining the alcoholic and the medicinal. Out goes sugar syrup; in comes low GI agave; cucumber or beetroot juice replaces tonic; and spirits are infused with fresh dill or thyme. It works too — see for yourself with his lovely little livener on the right. **Laura Lovett**

## London's Jermyn Street revival Menswear gets a model new home

St James's is an area where you have to get your apostrophes right (it's two S's, by the way) — the devil's in the detail. For hundreds of years, this small, regal environ has been serving collar and cuff to the gentry, including the most famous of clotheshorses, **Beau Brummell**, who trod these flagstones in the 19th century. Now it's been stylishly reimagined as a men's clothing hub for modern dandies and sophisticated urbanites.

In Beau's time, St James's became such a destination that Jermyn Street rivalled tailoring's great lodestone Savile Row, and had a reputation for the best ready-to-wear clobber as well as bespoke. But in the latter part of the 20th century, its sharpness grew blunt. 'It became diluted by multiples and discount shops,' says Anthea Harries, who manages it for **The Crown Estate**. 'Now it has a real resurgence as a men's hub.' It's part of a decade-long £500m uplift by the Estate to reinvigorate the area's sartorial heritage.

Jermyn Street, parallel to Piccadilly, is a strip of elegance, with Sir Christopher Wren's St James's Church a particularly handsome part. While old fascias abound — **Fortnum & Mason**, the barber Geo F Trumper and fragrant **Floris** among them — they've been joined by new stores and flagships: **Aquascutum**, **John Smedley**, Sunspel, polo store **La Martina** and cycle store **Bespoke Cycling**. At the east end is Haymarket, where the relocated Dover Street Market opened this spring in the old Burberry building — itself a significant shift in high-end retail's centre of gravity.

In the middle is the refurbished Princes Arcade, with small menswear outlets including Christy's Hats and Loake shoemakers — and outside is a selfie-beckoning statue of Beau Brummell. Bisecting Jermyn Street is Duke Street, which has galleries and some of London's smartest offices; watch company **Titan Black** has its global HQ here. (Another Duke Street, in Mayfair, has also become a menswear hub, established by the venerable landowner **Grosvenor Estates**, with brands such as E Tautz, Nick Ashley's Private White VC and footwear from **Penelope Chilvers**.)

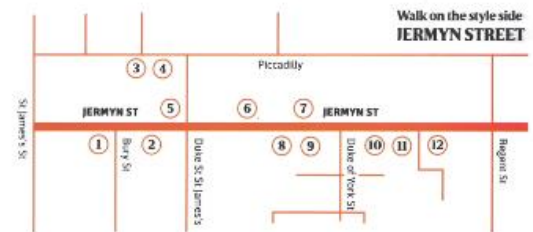
Appropriately, Beau House, with eight flats, is being launched on Jermyn Street by developer Dukelease, dressed by designer Oliver Burns to reflect Brummell. They will be 'trophy properties for the fashion-conscious male,' says Joe Burns, managing director, 'inspired by the area's heritage.'

It's good news for a place that had become a little crusty and a shade louche: oddly, writer William Burroughs lived on Duke Street in the 1970s. Despite his reputation, he loved a good suit. The spirit of Brummell never left. **Oliver Bennett**

COURTESY THE CROWN ESTATE



### Walk on the style side JERMYN STREET



### DIRECTORY

1. Turnbull & Asser, 71-72
2. Hilditch & Key, 73
3. Benson & Clegg, 74
4. Budd Shirmakers, 75
5. Alfred Dunhill, 48
6. Barker Shoes, 38
7. Hilditch & Key, 37
8. John Lobb, 88
9. Harvie & Hudson, 96-97
10. Daks, 101
11. Church's, 108-110
12. Emmett, 72

Clockwise from left: a contemporary take on the dandy by Turnbull & Asser; the Alfred Dunhill store; the roof terrace of Beau House

