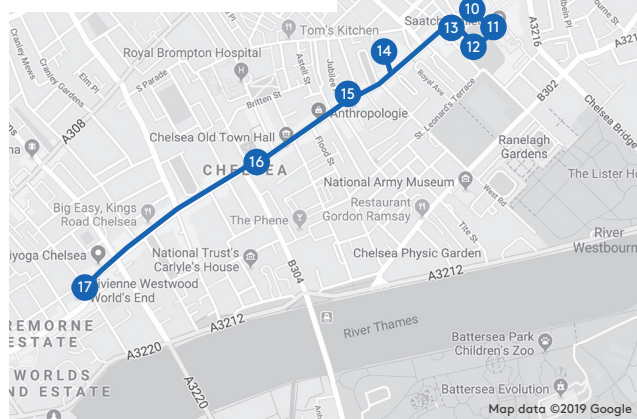🕐 Time to walk
Approx 60. mins

There's a reason why savvy Instagrammers flock to Chelsea. It's packed with architectural eye candy and backed up by serious cultural clout, all of which makes for a stream of captivating posts. Look out for Swarovski crystal-covered peacocks, pretty cocktails and opportunities to namedrop Vivienne Westwood, Eric Clapton and Oscar Wilde. Have your shutter-button finger poised!

Start at two of London's most famous department stores **1 Harrods** (@harrods) and **2 Harvey Nichols** (@harveynichols) both put on fabulous seasonal window displays. They've featured live models, dinosaurs made from clothes hangers, and the bold sashes of the suffragettes. The displays are especially magical at Christmas time when the stores go all out to grab the attention of shoppers – and Instagrammers.

Carry on window-shopping big-name brands on your way to **3 Number 64 Sloane Street**, a unique black-and-white building among the red-brick townhouses. Tip: Compose your shot from across the road, opposite the equally striking modernist Danish Embassy, to include a red post box. As you wander along Sloane Street, be sure to capture the **4 Sloane Street road sign** – Sloane Street and the SW1 post code are the epitome of exclusivity and luxury living. Then, slip inside the **5 Belmond Cadogan Hotel** (@belmondcadogan) to

The famous 'black and white' house at No 64, the perfect backdrop to pair with a brightly coloured outfit.

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see Clarita Brinkerhoff's peacock sculpture. It's covered in 25,854 Swarovski crystals, which sparkle brightly against the white, wood panel backdrop. The peacock is called Oscar, in a cheeky tribute to playwright Oscar Wilde who was arrested here in 1895.

Leave the glitz of Sloane Street behind on **6 Pavilion Road** (@pavilionroad), a tiny mews with a village feel. The old Victorian stable blocks are filled with indie and artisan traders. A butcher, a baker, a wine merchant, a cheesemonger and a gorgeously photogenic florist sit alongside fashion and beauty boutiques. If you're hungry, there's an array of delicious (and pretty-as-a-picture) food to sample along the road. Or you could dine al fresco among lush tropical planting in the **7 hidden sunken courtyard** that backs on to Sloane Street. Your stomach and your Stories will thank you!

Turn left at the end of Pavilion Road onto Sloane Square. At the centre of this bustling intersection is one of London's most beautiful fountains. Surrounded by trees and traditional street lights, the wonderfully understated **8 Venus Fountain** shows a bronze figure of Venus pouring water into a pool lined with blue tiles. It's incurably romantic, especially when you know the significance of the relief on the fountain's base; it shows King Charles II and his lover Nell Gwynn by the Thames. At the far end of Sloane Square, the red neon lights blazing on the **9 Royal Court Theatre** (@royalcourttheatre) are in striking contrast to the building's ornate 19th-century facade. From here, take a stroll along King's Road, the epicentre of London in

the Swinging Sixties, to **Duke of York Square** (@dukeofyorksquare), a bright and airy space filled with international brands and lively restaurants. Get a birds-eye view of the square from the **10 public roof terrace** above the white, three-storey spiralling facade that houses Vardo restaurant (@vardorestaurant). Also check out **11 Allister Bowtell's 'Two Pupils'**, a captivating bronze sculpture of a boy and a girl from the Duke of York's Royal Military Asylum, a school that once stood on this site providing education and a home to the orphaned children of soldiers. Set in 1814, the boy leaps a bollard, watched by the demure girl perched on a stone plinth. Nowadays, the Royal Military Asylum is the **12 Saatchi Gallery** (@saatchi_gallery), which houses cutting-edge contemporary art in the grand Georgian building with a towering portico entrance that's perfect for Insta-posing! Back in the square, take a few shots of the **13 fountains**. These clusters of water jets laid in the pavement send spouts of water dancing into the air. Kids and Instagrammers love them!

Carry on along King's Road until you get to **14 Bywater Street**. You can't miss it – it's one of London's most colourful streets, with hot pink, soft grey, lavender and yellow houses forming a residential rainbow on both sides of the road. Two minutes further along King's Road is **15 The Pheasantry**, named after a pheasant-breeding business

based here in the 19th century. The showy, arched entrance is at delightful odds with the high-street shop facades on either side. In the past, The Pheasantry has been an artist's residence, a dance studio, a nightclub and apartments, and it's all the more interesting when you picture former patrons Dylan Thomas, Eric Clapton, Germaine Greer and Humphrey Bogart dawdling under the arch. Now, it's a Pizza Express Live cabaret venue. Stroll on to **16 Ivy Chelsea Garden** (@ivychelsgarden). There's often an elaborate flower installation over the entrance, while a riot of blooms, antique mirrors, eclectic planters, ferns and candles fill the interior. Get a table and feast on eggs Benedict with a vivid yellow splash of Hollandaise, salad sprinkled with edible flowers, or sip a seriously stylish cocktail.

Finish with a spot of video trickery at **17 Vivienne's Westwood's backwards clock**, which dominates the galleon-like facade of World's End. Opened by Westwood and Malcolm McLaren, the boutique was a defining feature of the 1970s punk movement, patronised by Chrissie Hynde, Adam Ant, Siouxsie Sioux and the Sex Pistols.

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