

Nikons new and old, classic customer service

Passionate Nikon users have a mecca in central London – learn more about the unique **Grays of Westminster**

Grays of Westminster is a name that will be familiar to many AP readers. A multi-award-winning Nikon specialist in an exclusive and very historic part of central London, it was founded over a quarter of a century ago by the indomitable Gray Levett. His vision was to create a world-class camera store, offering service that was second to none, and the store follows this ethos to this day. Grays of Westminster has won numerous awards from Nikon, the wider photographic trade and photography magazines (many from AP). It also became the first camera shop in the world to be granted a Coat of Arms by Her Majesty's College of Arms, in October 2014.

A proud heritage

It's fitting that Grays of Westminster features so regularly in AP. When he was starting out, Gray Levett scraped together £100 and placed 'tiny, inexpensive advertisements' in the classified section of this magazine. Since the shop opened in 1985, it has gone from strength to strength, and



became a Nikon-only dealer in 1992. Famous customers of Grays of Westminster include a host of professional Nikon photographers, such as Joe McNally and Jim Brandenburg, as well as luminaries like the famous film director, Stanley Kubrick. Kubrick trained as a photographer for *Look* magazine after leaving school in the 1940s, and was a passionate Nikon user. As his personal assistant Tony Frewin explains, 'I only ever knew him (Kubrick) to defer to two people on matters photographic: Geoffrey Crawley, one time editor of the *British Journal of Photography*, and Gray Levett



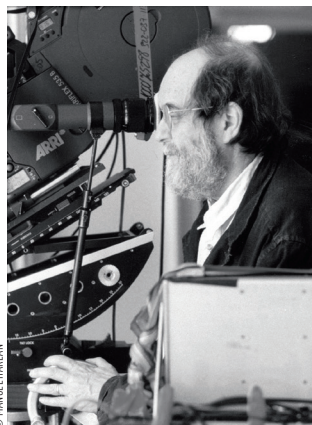
Above: Founder Gray Levett
Below: legendary film director Stanley Kubrick was one of Grays of Westminster's celebrity customers

and the Grays of Westminster gang down in Pimlico, who continue to give us unrivalled service.'

The store has a very close relationship with Nikon, and has received numerous awards. Nikon President Kazuo Ushida also wrote the foreword to *Grays of Westminster: The Legend and the Legacy*, a full colour history of the store which is available at amazon.co.uk.

Nikon only

The store stocks the entire current range of Nikon digital SLR cameras and can also supply the Nikon SP black and S3 Limited Edition rangefinder cameras. Additionally, Grays of Westminster sells the extensive range of autofocus (AF), AF-S (Silent Wave), AF-P (Stepping Motor) and DX & FX Nikkor lenses, manual focus Nikkor lenses plus Speedlights and a vast range of Nikon accessories from eyepiece correction lenses to lens hoods. New Nikon equipment supplied by Grays of Westminster comes with a special two-year warranty. The store also offers a one-year warranty on its huge range of used equipment, and the expert staff can help anyone interested in early Nikon equipment, such as Nikon rangefinder, Nikon F and F2 cameras, lenses and accessories.



For more information about Grays of Westminster, see www.grayswestminster.co.uk or the advertisement on page 20 of this issue.