



Founder Gray Levett heads a dedicated team offering customer service that's second to none

A mecca for Nikon users

Passionate Nikon users have a mecca in central London, **Grays of Westminster**, one of the most distinctive camera stores in the world

What is a shop? A mere place to buy things, or a window on the world? Grays of Westminster has always been the latter, and for over 33 years its front windows have hosted an ever-changing display of breathtaking images taken by inspired Nikon photographers. A Grays of Westminster window is not there to alert you to reductions in camera prices or to advertise how much you may care to spend on lenses. Rather it remains defiantly artistic, its aim to inspire and captivate.

Grays of Westminster has achieved a good few 'firsts'. It was the first Nikon-only store, the first camera shop to be granted a Coat of Arms by Her Majesty's College of Arms (the motto on its Coat of Arms reads: 'Lead In Order to Serve') and the first camera shop to write and publish *Nikon Owner*, the number one magazine for the Nikon enthusiast.

A Nikon specialist in an exclusive and historic part of central London, Grays of Westminster was founded by Gray Levett. The store has won numerous awards from Nikon, the wider photographic trade and photography magazines (many from AP). It has also won the coveted Amateur Photographer Platinum Good Service Award, for three years in a row.

A proud heritage

It's very 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 professional Nikon photographers such as David Yarrow, Joe McNally, Moose Peterson and Jim Brandenburg, as well as luminaries like the late legendary film director, Stanley Kubrick.

Nikon only

Anyone looking for a new or second-hand Nikon will find something of interest at Grays of Westminster. The store stocks the entire current range of Nikon DSLRs and the Z series of mirrorless cameras. Additionally, it sells the extensive range of autofocus (AF), AF-S (Silent Wave), AF-P (Stepping Motor) and DX and FX Nikkor lenses, manual-focus Nikkor lenses plus Speedlights and a vast range of Nikon accessories, from eyepiece-correction lenses to lens hoods. The second-hand range is equally comprehensive, and the store offers



The London store offers modern Nikon cameras and classic customer service



Grays of Westminster, upon whom you can depend

a one-year warranty on used equipment. Grays of Westminster can also help anyone interested in early Nikon equipment, such as rangefinders, Nikon F and F2, F3HP, FM2 and FM3A cameras, lenses and accessories.

At your service...

Gray Levett says, 'As we breach the uncharted territory of our 34th year we always look at how to improve our service. At our heart beats a timeless passion for the highest standards. It lies perhaps in our constant and unstinting endeavour to relate to our customers with the spirit, courtesy and empathetic enthusiasm now so often lost to the modern world, to attend to detail because it practically matters, to inform and advise because we can, and finally, to afford to each of our customers the same grace, willingness and good manners that we believe is every customer's due.'

'In an increasingly impersonal world, Grays of Westminster is proud to have a dedicated team of people to assist you with your Nikon needs, both in the shop and on the end of the phone.'

For more information about Grays of Westminster, visit: www.graysofwestminster.co.uk or see the double-page advert in the issue.