



Photos: St. Peter's Church / Merch

East End

The Historical Anchor

A UNESCO World Heritage site formerly home to the island's capital, the Town of St. George on the East End is rich with British Colonial history and culture. You'll also discover many natural attractions, including Tom Moore's Jungle and the Crystal Caves of Bermuda.

Nike Bada

Fashion & Lifestyle Blogger and Boutique Owner

"I have always loved St. George's. It's just a beautiful place," said Nike Bada, who opened Merch in December 2017 on the day of the annual National Trust Christmas Walkabout. The tiny boutique, which can also be shopped online, showcases local brands and design-focused, global finds - a mix of books, jewellery, accessories and apparel - in a space built in the 1700s.

That's what drew me to the location in the first place. I love the juxtaposition of having something quite modern inside in a very historic setting" she said.

The shop sits at the edge of King's Square, the focal point for much of the activity and events, including the Portuguese Festival and the Peppercorn Ceremony Bada has created a handy map of the area, that marks Instagrammable locations and must see sights, including the Unfinished Church, Pilot Darrell's House, the Tucker House Museum and the St George's Historical Society - and its 17th-Century printing press

It's amazing to think a machine that old is still being used," she says. "You can't beat the atmosphere in St. George's. You're steeped in history. You walk the cobbled streets and it's like you've gone back hundreds of years. There's no other place like it