



smart space_store / stella mccartney // london

CONCEPT_STELLA MCCARTNEY & UNIVERSAL DESIGN STUDIO
PHOTOGRAPHY_RICHARD DAVIES



The listed Georgian townhouse has been boldly remodelled to host Stella McCartney's London headquarters. Developing the «nature abstracted» theme first introduced in her New York flagship, the designers of Universal Design Studio have re-worked the key structural elements, such as the skylight and the «jack» arches, in a contemporary way. In some areas the fabrics and finishes have been restored and are now complemented by themes of nature and landscape. Contemporary furniture and fittings designed for the scheme are juxtaposed with hand-made wallpaper and hand-printed fabric walls, create an eclectic and highly personal approach to the interior. Display cabinets in high-gloss



STELLA MCCARTNEY STORE > LONDON

01_SHOE ROOM_BESPOKE COTTON WALLPAPER DESIGNED BY STELLA MCCARTNEY, A ROUND DISPLAY TABLE WITH A CORIAN TOP AND PIVOTING FLOOR-TO-CEILING MIRRORS

02/04_RETAIL ROOM_MARQUETRY WALL AND FLOOR FEATURING «NATURE ABSTRACTED» MOTIFS

03_3D CERAMIC TILES CUSTOM DESIGNED BY BARBER OSGERBY FOR STELLA MCCARTNEY

05_RETAIL ROOM_SEVERAL ORIGINAL FEATURES OF THE LISTED BUILDING HAVE BEEN RETAINED AND REWORKED INTO THE DESIGN

06_DISPLAY WARDROBE_BESPOKE DISPLAY STRUCTURE WITH WATER-CUT GLASS HOLES FOR EVENLY SPACED HANGERS

lacquer and glass, created by UDS founders Edward Barber and Jay Osgerby and manufactured by Cappellini, are placed against the highly decorative wall-and-floor marquetry background. Currently the largest marquetry piece in the UK, it incorporates a woodland scene and fairy motif designed by Stella McCartney and composed in a variety of timbers and materials. The wall features integrated lighting, plus «hidden» drawers and cupboards for customers to discover. Display wardrobes (an example of bespoke design by UDS) are constructed of pink and clear glass with water-cut hanging rails. Glass panes pierced with individual slots for each hanger allow to space the clothing evenly. One of the walls is lined with hexagonal 3D ceramic tiles, also created specially for Stella McCartney. VIP tailoring room features inverted wall mouldings and ceiling rose, creating a subtle negative image of all period plaster details.

