

# GOOD SHOP BAD SHOP



**Camilla Harrison** Chief executive,  
M&C Saatchi

**J Crew, Regent Street** I'm a fan. There, I've said it. I quite wanted not to like it, partly because of the hype and partly because this is Team US versus Team GB. But J Crew is a brand that knows who it is – to a tee.

The store has gems everywhere: from the actual gems in gorgeous display cases, to bountiful accessories, to endless rails of embellished clothes. This is a brand that loves clothes.

It's a human, visceral experience. The only weak link was that the staff weren't amazing. I was especially delighted to discover the brand doesn't take itself too seriously – you sense this on the website, but the store is charmingly playful.



**Aquascutum, Great Marlborough Street** I wanted this to be good but it's horribly confused – heritage updated in a bad (dad-at-a-disco) way.

One moment it's feeling like I hoped it would – a sort of private members' club – but then you're among the merchandise and could be in any department store. The glimpses of personality, like the tailoring kiosk wallpapered with vintage Aquascutum imagery, are overshadowed by the distinct feeling of 'Crowne Plaza Hotel' generated by a soulless stairwell, joyless website and staff who've had the life trained out of them. I want to feel the unique character of a brand when I shop but there was nothing.