

# LULULEMON

## Regent Street, London

**Design:** Dalziel & Pow  
**Opening date:** January 2017  
**Store size:** 590 sq m

What started as a humble yoga studio in Vancouver, Canada in 1998 has grown to become a global brand with more than 380 stores worldwide. Athletic apparel company Lululemon opened its first European store in London's Covent Garden in 2014 and, three years later, has opened a two-storey flagship space on Regent Street.

At 590 sq m, the new store is the brand's largest in Europe and second in the world only to the New York flagship which opened in 2015. It replaces Gant (which has relocated to 184-186 Regent Street) and is designed to offer a 'retail space with a difference', helping visitors to escape from the buzz of the city and find stillness,

happiness and fun.

The overall aesthetic of the store has a classic and refined feel. 'Bringing a sense of calm as soon as you walk in the door, the colour palette transports you from the bustling streets outside to a haven of cool clean greys and marbles with hints of decadent bronze,' says a spokesperson for Lululemon, which collaborated with Dalziel & Pow on the store design concept. 'With the colours, it was essential to feel premium but to allow the products to stand out, so it was important for [the] design to be clean, warm and neutral.'

A number of design elements have been tailor-made for the space and are unique to the UK, from the concierge desk welcoming guests into the store and relaxing cafe area, to the technology behind the digital movement installation and the interactive dressing room.

At the entrance to the store is a mannequin display, showcasing the latest Lululemon collections. For the store opening,







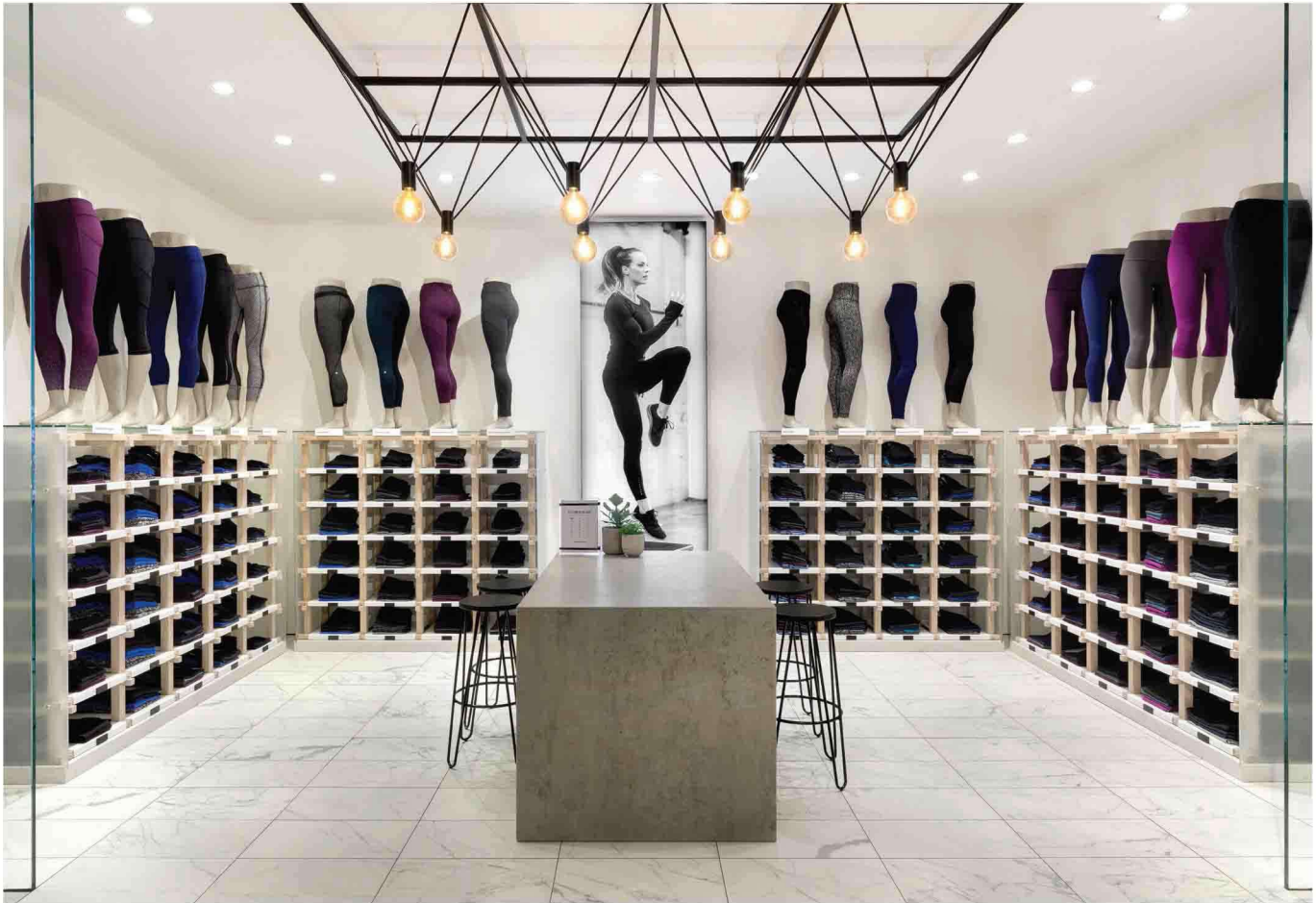
the area was used to exhibit the limited-edition collaboration with the MA Fashion Course at Central Saint Martins, University of the Arts London.

The ground floor houses the concierge desk as well as fitting rooms, a cash desk with large digital screens showcasing product stories and store ambassador films, and a digital movement installation which aims to provide a 'playful and poetic' interactive experience. Located towards the rear of the space, the life-size screen detects movement from the yoga mat positioned in front and transforms the user's poses into dynamic and evanescent sculptures of colour. 'Once still, the particles are drawn towards you, filling your silhouette, flowing around your body and creating a unique piece of artwork from the energy within,' explains the spokesperson.

A new central staircase leads visitors to the first floor 'community space', which is curated to create a relaxed atmosphere and sense of belonging. The space houses the first







cafe from Neat Nutrition, the all-natural protein brand found by Lululemon ambassadors and former international swimmers, Lee Forster and Charlie Turner, as well as a yoga area providing complimentary classes, and an interactive fitting room, which allows customers to see the reflective features on the clothing (laser beams highlight the reflective elements in the surrounding mirrors).

The store opened in January 2017 and is described as a place to stretch, sweat, connect and enjoy the latest collections. **RF**

