

PRET VERDE

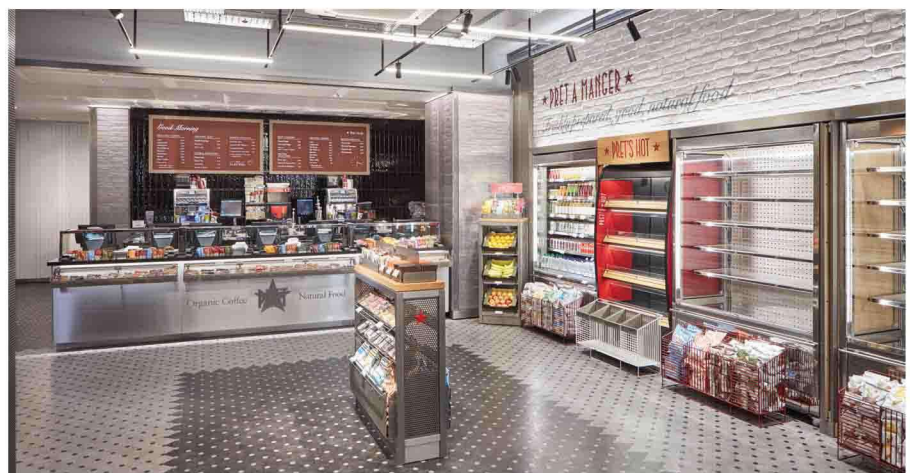
Victoria, London

Design: David Collins Studio
 Opening date: November 2016
 Store size: 250 sq m

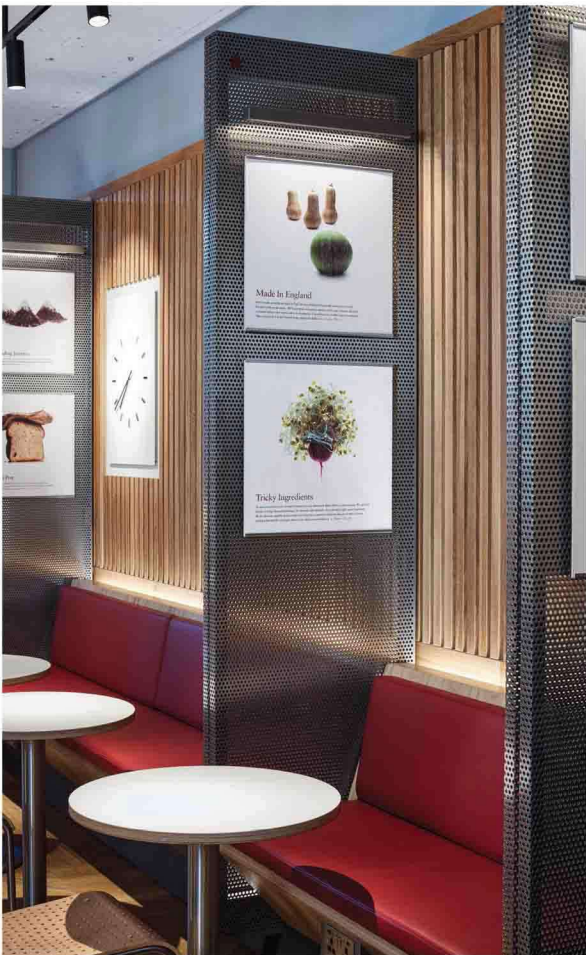


Sandwich chain Pret A Manger has opened a new concept store in the Victoria Verde development, where the company has relocated its London-based headquarters. Named after its location, Pret Verde sits on the ground floor of the building and is designed in collaboration with David Collins Studio, which is responsible for the current store design globally.

At 250 sq m, the Pret Verde store takes its starting point from the brand's 'natural and honest' approach. David Collins Studio has created a design that encompasses the brand's iconic and familiar aesthetic, while incorporating subtle references to 1950's >



THE SERIES OF SEATING ELEMENTS IN STORE ARE CHOSEN TO REFLECT THE ETHOS OF, AND BRAND ITSELF.



designer Mathieu Mategot through the use of perforated metal, and to contemporary industrial design through the use of blonde wood veneers and plywood.

The space is divided into three separate zones: each in cohesion with the overall aesthetic through the use of the signature wood, metal and decorative finishes, including exposed white-washed brickwork and the application of the signature Pret A Manger burgundy.

The first zone is realised in metals and allows for quick service for those buying food and coffee to go.

The second zone, which is demarcated by differing materials including woods and white textured tiles, features high stools and poseur tables, allowing customers to check their smartphones and tablets.

Meanwhile, the third zone offers richly coloured upholstered chairs and oak tables for those visitors wishing to stay longer.

Here, perforated screens create a sense of privacy between seating groups, set against timber strip panelled walls.

The series of seating elements in store are chosen to reflect the ethos of, and brand itself. The star banquette, for example, takes its inspiration from the brand's logo in its side profile, and uses blonde oak and red leather upholstery, while the dining chairs in brushed steel are upholstered in green leather seating or finished in perforated blonde moulded plywood.

The lighting design includes wall lights featuring the brand's star motif and decorative fittings that use sheets of perforated metal to gently diffuse light within the space.

In the evening, the refrigerators are concealed with decorative perforated timber access doors to create a calmer ambience. **RF**