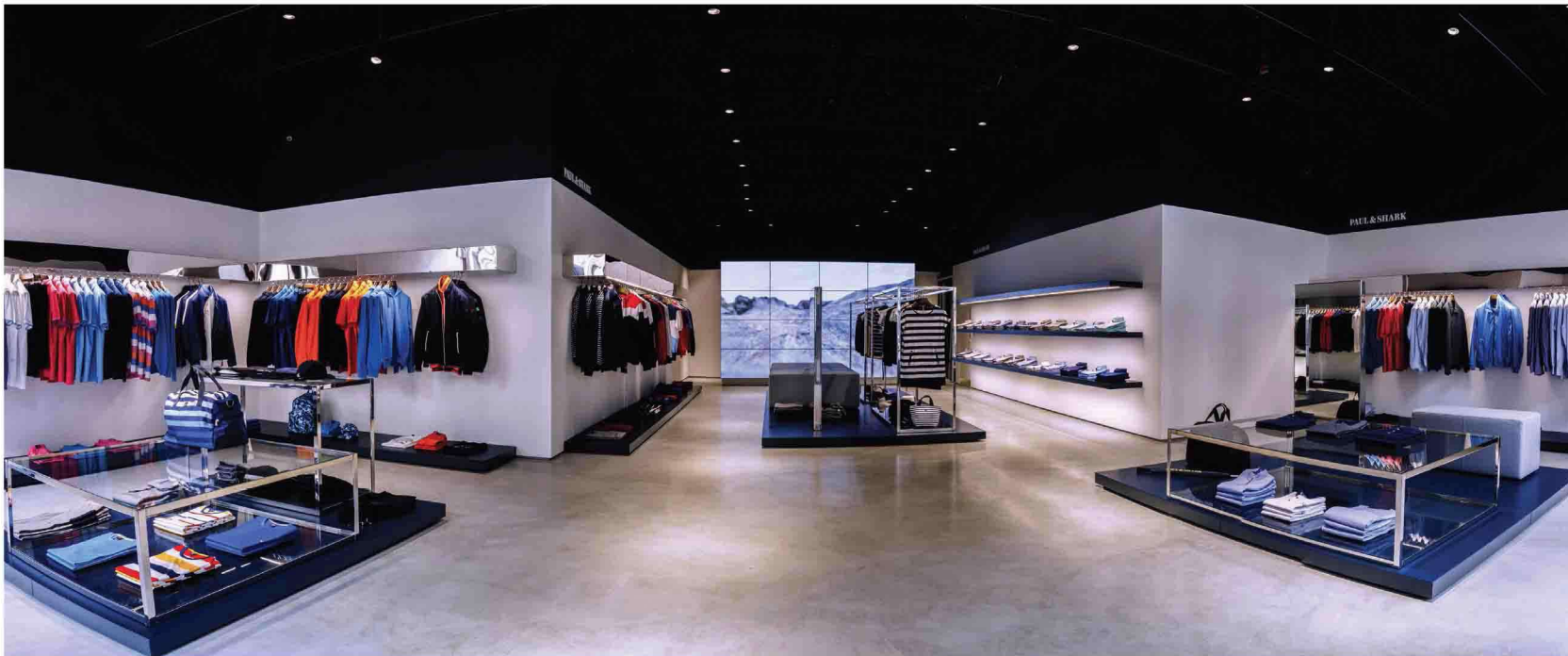


PAUL & SHARK

St James's Market, London

Design: Present Agency
Opening date: April 2017
Store size: 185 sq m

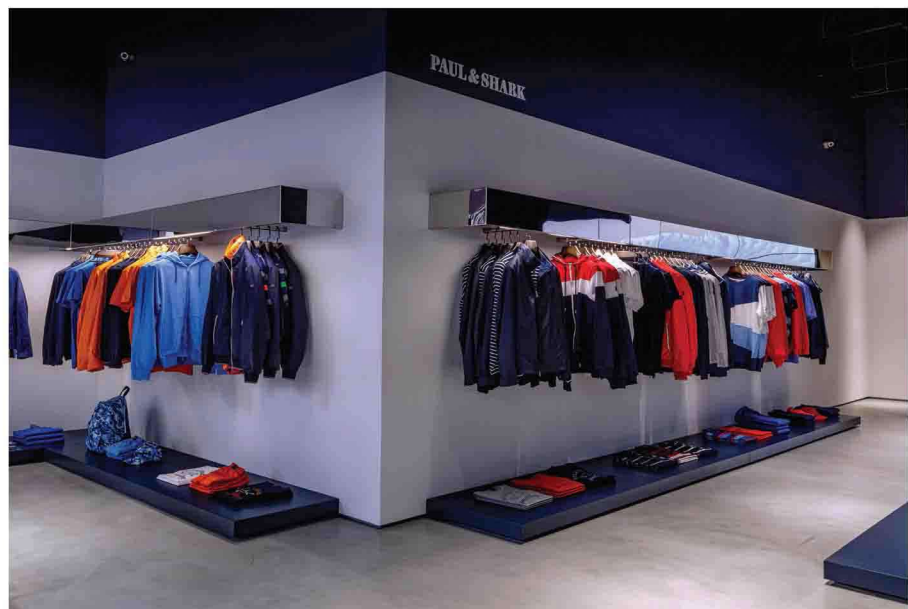


Italian lifestyle brand Paul & Shark has arrived in London with its first UK flagship store. Located in a Grade II listed building in the recently redeveloped St James's Market on Regent Street, the 185 sq m store combines classic Italian elegance with modern elements and houses both the men's and women's collections.

Designed by the Present Agency, the clean gallery-like interior is inspired by elements from other Paul & Shark stores, while offering a slightly more contemporary and unique identity to suit the London customer, and the look and feel of the St James's Market surroundings. The open space features minimal soft furnishings to allow customers to feel at ease, as well as bespoke fixtures in polished stainless steel >



A FEATURE WALL OF DIGITAL SCREENS PROVIDES AN EVER-CHANGING BACKDROP



to complement the modernity of the space, along with plinths and shelving in the same steel blue used on luxury yachts, in tribute to the brand's heritage.

At the rear of the store, a feature wall of digital screens provides an ever-changing backdrop, showcasing brand content and concealing two luxurious fitting rooms as well as a customer service area.

Founded in 1976, Paul & Shark is widely recognised for its shark-shaped logo and has more than 250 single-brand stores worldwide, including Via Montenapoleone in Milan, Madison Avenue in New York, Rodeo Drive in Beverly Hills and Nanjing Road in Shanghai. **RF**

