

TED BAKER

AVENTURA MALL, MIAMI

Design: In-house alongside Hello Flamingo
Opening date: April 2017
Store size: 395 sq m



British luxury retailer Ted Baker has once again delivered a fun and quirky store design, this time in Miami and with a theme of Deco-Dance. 'Miami's infamous club scene meets traditional ballroom dancing - let Ted take you by the hand,' as Mark Valerio, head of store design at Ted Baker, explains.

A research trip to South Beach Miami gave the in-house design team plenty of inspiration for the colour palette. The shopfront features a central entrance with two large display windows either side. The Art Deco-inspired architectural design includes brushed brass framed glazing and a full width canopy inspired by Miami's bus stops. There is a large cinema-style Ted Baker logo on the canopy.

The flooring is reclaimed oak timber laid as a herringbone vintage dance floor with an Art Deco-shaped stone central section. The fitting room area features plush stone and deep pile wool carpet. The fitting rooms are back-wall tiled with actual records featuring custom Ted labels. Each fitting room features vintage lighting and a

refurbished vintage deco chair.

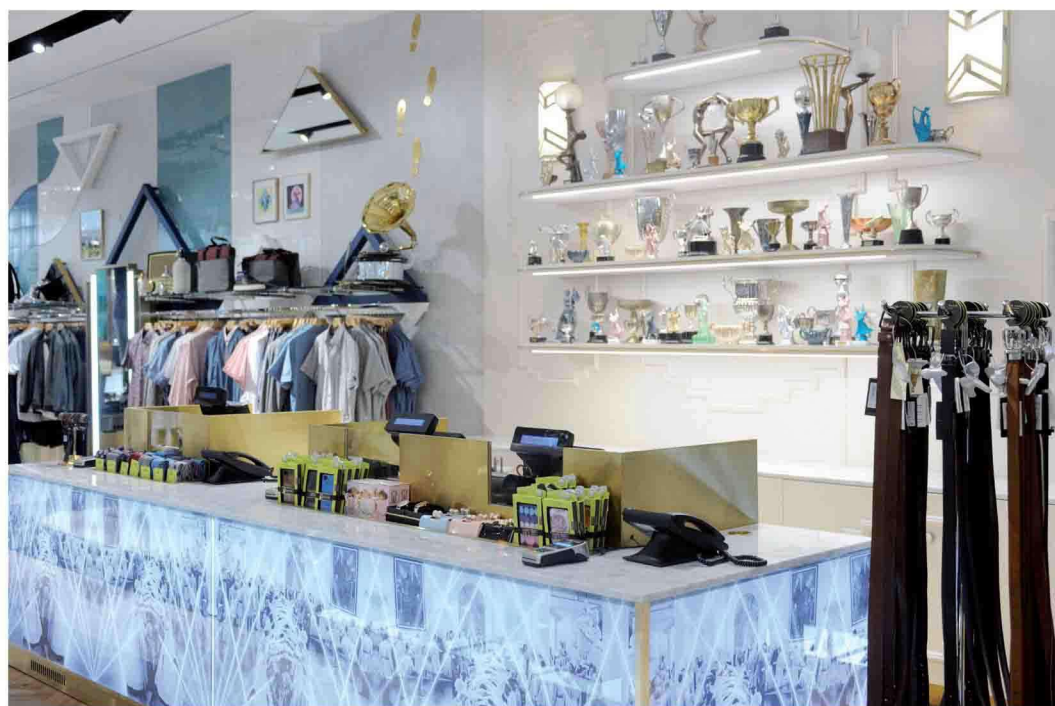
The large, Art Deco-shaped, stepped ceiling houses a collection of vintage mirror balls mixed with some modern neon features.

The sidewalls feature a mixture of rough, textured concrete with bold Art Deco shapes of coloured ceramic tiles. >





' MIAMI'S INFAMOUS CLUB SCENE MEETS TRADITIONAL BALLROOM DANCING – LET TED TAKE YOU BY THE HAND!'





with famous dance step diagrams set into concrete sections,' says Valerio. 'In front of this are a series of bars, mirrored and painted steel triangular frames.'

The retailer worked closely alongside Hello Flamingo, which had great fun sourcing a huge number of props from flea markets, antique fairs and specialist collectors, finding suitable props to bring the concept to life. From old dancing trophies to ghetto blasters, ballroom dancing shoes to retro trainers.

Some of the items had special treatments: ghetto blasters were glittered and gramophones were covered in mirror tiles. Champagne bottles have mini disco balls bursting from them, while vintage top hats have glitter balls tumbling out. Vintage bow ties look to be tying themselves in a beautiful glass cabinet.

The wall behind the till is a mother of pearl Deco panelled wall, which forms the 'trophy' cabinet of Ted's dance club trophies. The rear wall has been designed as a large, full-height, Art Deco display unit with backlit signs and dance titles hand-painted onto ribbed glass.

The store includes a number of feature tables, large deco-shaped stone nests and retro-style 'chino' tables.

All the design elements and props stitch together nicely to create the Deco-Dance themed interior. **RF**

