

LIBERTY MENSWEAR

Regent Street, London

Design: Daytrip
Opening date: August 2017
Store size: Undisclosed



'I was determined not to follow existing fashion but to create new ones,' said Arthur Lasenby Liberty on the launch of his department store on Great Marlborough Street in 1875, as a destination for discovery. Today, the store carries on this concept with its latest unveiling - a new menswear floor.

The store's menswear department has undergone a total re-focus with the launch of more than 20 new brands and a fresh take on key favourites. Working with design practice Daytrip, the space has been transformed into a celebration of all that is special about Liberty London in a comfortable, refreshed environment.

The newly refurbished department on the lower ground floor has been redesigned as a space for the modern Liberty London man. With the largest investment that the department has ever seen, the redesign creates a unique backdrop for an enhanced menswear offer.



The department returns to founder Arthur Lasenby Liberty's vision for the emporium with items displayed in comfortable surroundings. The space is modelled on an eclectic home, with rooms centred around fireplaces and decorated with art and objet. Textile designs from the print archive are used to create a quintessentially Liberty London atmosphere, appearing on tapestries and drapes. The space also includes more than 60 vintage rugs sourced from around the world by Liberty London rug expert, Bruce Lepere.

Men can also take part in a spot of manscaping at award winning barbers, Ruffians. Treatments on offer include cut-throat razor shaves, beard tidies, skin consultations and haircuts.

Liberty has reinstated a previously unused staircase to create a smooth customer journey directly in to Liberty London menswear from the store's Great >



Marlborough Street entrance. Rooms have been reshaped to expose previously covered original features such as beautiful fireplaces and panelling, while beams have been restored.

The new floor also houses a refreshed denim department, offering styles from key denim brands including Edwin and Acne Studios. There is also a new Japanese area with cult brands such as Fabric, FDMTL, and KAPITAL. As a new addition to the department, the buying team has curated a t-shirt gallery featuring brands such as Strangers, Maison Labiche, MKI and Remi Relief who have each created exclusive styles for Liberty London. New Parisian labels, Harmony and Études, have also been added to the emporium's contemporary offering.

'In this day and age stores run the risk of



carrying the same selections from identical brands. Customers are excited by newness, diverse brand offerings and considered buys that serve up something different. I have carefully curated our current brand offer while introducing over 20 new ready to wear and accessories brands to intrigue and excite. Our new t-shirt gallery will house exclusive collaborations and the whole floor will include new designers, bringing the unexpected back to the Liberty London menswear department,' says Laura Robertshaw, Liberty's menswear buyer.

The Central Designer Gallery houses major international brands, including Dries Van Noten, Thom Browne, and Balenciaga. The pillars of the Central Designer Gallery have been decorated with a mural by artist Stephen Doherty.

In the Collector's Room, accessories are playfully displayed in large uncased vintage cabinets that exhibit the product. A new addition to the accessories collection is jeweller James Tanner, who's designs are handmade in London. The Collector's Room also features a dedicated Liberty London menswear space, alongside vintage accessories curated by Stelios.

The shoe department in The East Wing includes charred timber panels, tapestries and printed drapes, with product displayed on green glass circular tables.

The refurbishment has uncovered original, unseen heritage features that have been complemented with dedicated seating areas using plush Liberty London print armchairs. **RF**

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