

# WEEKDAY

## Regent Street, London

Design: Inhouse by Johanna Karlsson  
 Opening date: August 2017  
 Store size: 650 sq m



Swedish fashion brand Weekday has opened the doors to its first London-based store at 226 Regent Street. The brand's H&M Group parent company already has H&M, Cos and & Other Stories flagships on the street. The 650 sq m store has been designed by Weekday's inhouse architect, Johanna Karlsson and her five strong team.

The store is an unconventional and uplifting space spread over two floors. For the Regent Street location, Weekday has created an updated store experience, working with various elements whilst being careful to respect the building's history.

'Weekday stores are modern and urban environments with a minimalistic yet forward-thinking aesthetic that use high quality natural materials, ambient

lighting and warm finishes to create a casual, inviting atmosphere that strike the perfect balance of minimalistic, stylish and welcoming,' says Karlsson. 'For the 650 sq m space on Regent Street we aimed to create an updated store experience, working with new and unique elements to respect the beauty of the historical building while maintaining the dynamic and youthful nerve and aesthetics of the brand.'

The design team was inspired by the city of London itself. 'We used "real" materials like wood, fiber glass and steel, and we used off-the-shelf products and material in a different way they were meant to be, for example aluminum profiles, fiber glass or fibre cement boards,' continues Karlsson. >





A special feature in the store is the Storemade room where the retailer creates its Zeitgeist t-shirts and totes. 'Each week we create a new design reflecting on current events in popular culture and society, which we print in our in-store studio. We wanted to create an inviting workshop in the middle of the store, so the room is completely made of glass to create a transparent live printing area where people can follow the process,' says Karlsson.

'It has always been on our agenda to open up a store in this great and inspiring fashion city, and it is a real honor to open on Regent Street. It is such a historic shopping destination. We believe that Weekday will be a great compliment to the city and especially to this area. It just feels like a natural fit with Weekday,' adds David Thörewick, brand manager at Weekday.

Regent Street is just the start of Weekday's UK expansion, with a second store planned to open in autumn/winter 2017 and following its Paris site opening earlier this year on rue Vieille du Temple. **RF**

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