

JIGSAW

THREE PANCRAS SQUARE, KINGS CROSS

Design: Checkland Kindleysides
 Opening date: August 2017
 Store size: 232 sq m



British fashion retailer Jigsaw has opened its latest store at Three Pancras Square in London's King's Cross with a theatre-inspired design. The brand's 87th store, the 232 sq m space has been created by global design agency Checkland Kindleysides and is the third collaboration between the design studio and retailer, following its debut work in Guildford and Westfield London.

The location was chosen for its creative buzz, fashion conscious students and workers who call it home. The brand uses local references for each of its stores, with an independent approach to each store design. Sitting at the intersection of travel and creativity, the King's Cross interior intertwines a sense of fluidity and discovery to identify with the core consumer.

'The brief required a specifically designed store for a different kind of consumer - a more youthful, fashion forward audience characterised by the King's Cross development and the new wave of creative businesses who call the area home,' says Joe Evans, creative director at Checkland Kindleysides. >

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'The store was envisaged as a brand space that could be utilised for social events and launches. This was integral to the brief and provided inspiration for the theatrical aesthetic and functionality.'

Peter Ruis, chief executive of Jigsaw, says: 'King's Cross is one of the most exciting developments I have witnessed in London. A wonderful hybrid of creativity, commerce, travel and education, fused into the ultimate residential location and Jigsaw had to be a part of it.'

Checkland Kindleysides has used the lofty, elegant architecture to create a contemporary space with an ambience influenced by art studios and backstage theatre. 'King's Cross is a melting pot of cultures and we sought to create a bold, vibrant colour palette mixed with timeless architectural colours that celebrate this energy,' says Evans. 'The materials are simple, pared back and neutral, with premium detailing and finishes to compliment products, colours and layers.'

Making benefit of the existing textiles, blockwork and brick are unified in pale blue and used as a backdrop, over which large theatre-style stage flats are hung to enhance the sense of a creative and moving space.

Furniture is mobile to enable the space to change for events, and acts as focal points/landmarks creating backdrops to collections. This adds to the improvised, dynamic and theatrical feel. A scaffolding tower in pink acts as a creative merchandising device and product stage - a destination specifically for denim.

During the London Fashion Week event this was adapted to provide a stage for mannequins and a more fashion forward feel. A repurposed ladder platform is used to merchandise men's apparel, accessories and a freestanding mirror. Practically, this is also used for moving high level graphic drops and product rails. Flight cases made in premium, handcrafted plywood and leather come together to create flexible product wardrobes. From a VM perspective they can adapt from shelves to hanging rails and accessory trays. The outside faces are used to highlight key product edits.

The ceiling grid is a theatre gantry that reinforces the backstage ambience. 'Practically, this is a device that enables us to use the entirety of the space with huge flexibility, including suspended merchandising, drop-down graphic voiles and lighting chandeliers,' says Evans.

The fitting room experience wraps consumers in tall theatrical curtains made of luxurious velvet. Inside they are simple and beautifully lit. The graphics and colour block canvases add contemporary pastel colour but feel transient like stage flats in an artist's studio. Feature lighting includes sculptural LED-strip chandelier fittings that pulse and change colour in time with the music, hanging above solid stained timber flooring with a bold geometric design. Together, these features create an experience orchestrated with all the glamour and energy of a theatre or fashion show. **RF**

