

BROWNS EAST

SHOREDITCH, LONDON

Design: Brinkworth
Opening date: October 2017
Store size: 371 sq m



London fashion boutique Browns has opened Browns East, its first bricks and mortar store to open for more than 20 years. Situated on the corner of Club Row set just off Redchurch Street in Shoreditch, the store is a gateway into the Browns universe and the first incarnation of the Browns Nomad project. Housed in a former print factory, the two-storey concept store complements the flagship store on South Molton Street, first established in 1970. Designed by Brinkworth, Browns East offers an entirely new concept for its customers in a gender-neutral space.

Browns East is an augmented retail environment, which will be ever changing and flexible, offering a reason for its customers to keep returning for new experiences and to see and buy the Browns edit. The Browns Nomad concept will see the retailer implement its pioneering take on semi-permanent, roaming retail concepts. This initiative will reinvent the retail experience by creating unique concepts that are tailored to the city and neighbourhood, with the distinctive Browns DNA at its heart.

'Browns has a strong heritage in innovation: from the time we first opened our doors in 1970, Browns has showcased pioneering designers. We've blended our love of fashion with incredible in-store experiences and we've always ensured that we change and evolve with our customers. In creating the overall Browns Nomad concept and opening Browns East, we've gone back to our roots, with innovation at the heart. The store will have new elements that are tied to emotion and identity - it's truly a sensory experience,' says Holli Rogers, CEO of Browns. 'The moment you walk in you will feel something - through the people, the product, the design, the areas within the space and the events that will take place. Coupled with this, we are innovating with technology which will make the shopping experience in Browns more personal and >



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convenient for our customers. The vibrancy of East London is great: it's a neighbourhood of immense creativity and boldness. Opening a store here is an exciting move with a new view on what retail looks like.'

The retailer has partnered with Farfetch's Store of The Future team to create a pioneering mix of technology and in-store experiences that will continue to evolve to meet customers' needs.

'In this amazing new retail space, our engineers will work alongside the sales associates to really get to know the Browns East customer, and to see how they are interacting with the products and services. Insights will be constantly gathered by our team to adjust the technology. This iterative approach will allow us to shape the connected store retail experience, where we believe technology is there to enhance and to augment the customer experience in subtle, magical ways,' says Sandrine Deveaux, managing director, Store of The Future, Farfetch.

Brinkworth helped to create an intriguing and playful environment. Set over two floors, the design was treated as a series of installations, with sculptural forms punctuating the open nature of the building. Juxtapositions of materials, finishes and colour are unexpected, imaginative and bold.

Browns East also has strong eco credentials; floorboards originally laid at the BBC and walked on by Winston Churchill have been carefully preserved and utilised in the ground floor space, while striking fixtures and furniture have been fashioned from 100 per cent recycled plastics.

'We re-addressed the use of this charming building and

introduced a set of tools in the form of freestanding elements that facilitate varying retail moments. This approach enables Browns East to be an exciting and ever-changing host to their Shoreditch community,' explains Adam Brinkworth, CEO and founder of Brinkworth.

A zone in its own right. The Entrance will regularly be handed over to independent creatives for their own commercial ventures, allowing Browns to further support and champion fresh talent and emerging business in a meaningful way.

The Cafe features a marble-clad bar, run by Fatties Bakery. Browns East is Fatties' first and only retail stockist. The staircase is home to a curated selection of artwork in the form of The Gallery. An event space called 'The Table' will host intimate customer-facing gatherings, workshops and Q&As by partners, brands, collaborators, influencers and inspirations across multiple creative industries. Twin Magazine as launch partner, will host The Table's inaugural sessions.

The Focus is where Browns activates its current obsessions, with a brand new look and feel with every new drop. First up is It's Ksubi x Travis Scott, a collection of which Browns is the exclusive European stockist.

BeBox will kick off a diverse schedule of immersion takeovers in The Immersive Experience Room. Combining guided dynamic meditations with progressive light and sound technology in a highly innovative and inspiring space, the BeBox experience is open to all, whether new or experienced in meditation. **RF**