



RETAIL

FAYE TOOGOOD
exposes the utilitarian
core of Carhartt in a
flexible retail space





LONDON – Clothing brand Carhartt is proud of its rich history while still being completely contemporary. The label was established in 1889 when founder Hamilton Carhartt began manufacturing overalls in duck and denim with the help of two sewing machines and five employees. His firm went on to thrive, producing uniforms, coveralls and other sturdy apparel for the military during both world wars.

The brand's Work in Progress (WIP) evolution, which targeted European consumers, materialized in London in 1997 with the opening of the first store to sell Carhartt WIP products exclusively. By then, the label had successfully tapped into the skater and streetwear aesthetic. A little over 20 years later, the company opened its fourth store in the UK capital – this time in the distinctly up-and-coming area of King's Cross, joining the likes of Nike Central, & Other Stories and Jigsaw in this newly created quarter of the city.

In many regards, the interior by Faye Toogood mirrors the merchandise: hardy and unfussy, yet savvy and street smart. The floor, for instance, is made from a concrete aggregate, while geometrically shaped shelving is finished in a tactile canvas. Recalling the curves of Carhartt's logo, chunky display units on casters can be wheeled around the interior, perhaps to hug a large concrete column that breaks up the floor plan. Elsewhere, neatly folded clothes are stored in cage-like cabinets, notable for their black steel grilles.

In the wrong hands, the utilitarian palette of deep brown and tan could feel staid and stuffy – a nod to the remnants of a '70s camping trip – but Toogood defies the odds. The adjoining Allpress coffee bar appears almost edible, as if dripping with sticky caramel. It's just one of the tricks she uses to pull off a marriage of elegance and grit. – GG
fayetoogood.com

Despite their sturdy appearance, Carhartt's display units are mobile to allow for various spatial configurations.





Toogood contemporizes her brown-on-brown palette through various material treatments, including a coffee bar seemingly coated in caramel.