

HACKETT

Cabot Place, Canary Wharf

Design: Inhouse
Opening date: January 2018
Store size: 180 sq m

British menswear retailer Hackett has unveiled a new design concept at its Canary Wharf store. The refurbishment brings the store more in line with the brand's new design concept, lightening and brightening the space and improving the aesthetic of the perimeter fixtures so that the product stands out more. The luxurious concept combines the traditional Georgian aspects of the brand with more jovial touches - that jovial British quality. A similar concept was fitted in Hackett's flagship in Madrid last Summer.

The new scheme is brighter and more contemporary, but still nods to the luxurious, traditional side of Hackett. Wardrobes are a key part of the design. The team stripped out the darker internal lining and fitted them out with lighter oak and improved the lighting. These stand alongside parquet flooring and a sisal rug in the middle, all



combining to provide a warmer and richer environment. The garments are the hero and now stand out even more.

The new fit-out also provides a more approachable environment for the loyal Hackett consumer, and opens up the brand to a whole new audience. Inspiration for the new concept came from a variety of areas, including furniture that founder Jeremy Hackett already owns.

The store has a nice balance of darker items of furniture against the lighter walls and oak panelling, providing a more inviting, intimate environment.

Some of the chairs have exposed backs to show the workmanship inside, linking back to the tailoring side of the business. Furniture has been sourced within Britain to support local manufacturers. Hackett himself is a keen photographer in his spare time and provided his own imagery from his Instagram account to use as art pieces on the walls. The artwork provides an interesting talking point within the store environment and adds to the intimate feel, showing who the Hackett brand is and where it has come from. ➤





Punches of colour have been brought in store within feature areas to lift the environment. Fun and quirky touches include a pair of top hat lights on the cash desk and umbrella handles used as hooks in the fitting rooms.

On the digital side, the store already had a screen behind the cash desk, and now also features screens in the windows. Moving images and marketing campaigns are shown in store. Hackett is piloting a new mobile POS system at Canary Wharf: the first time Hackett is introducing payment via iPhones. This again adds to the much more intimate experience. **RF**

