

GIAMBATTISTA VALLI

Sloane Street, London

Design: Inhouse
Opening date: May 2018
Store size: 232 sq m

A-list couturier Giambattista Valli has opened his first UK flagship in the heart of Knightsbridge in London. The two-storey boutique at 29 Sloane Street spans 232 sq m and showcases the fashion house's designer collections including the Oscar-worthy evening gowns he is famous for, alongside accessories, jewellery and newly launched activewear.

The space has been designed as a London home, and takes inspiration from the city's distinctive style and culture, with vintage and contemporary furniture sourced from auctions and antique shops across a range of decades, including the 40s, 50s and 70s.

The original concept for the store follows in the footsteps of Valli's Paris and Milan locations so that the stores become a Valli House dedicated to each chosen geographic location. For Sloane Street, this translates as an ode to the style and culture of London without losing the identity and vision that is part of the Maison. The space will showcase the fashion house's universe and Valli's own world, its philosophy and the lifestyle that comes with it.

Striking green malachite coffee tables and a distinctive Seventies leather modular sofa are showcased against wooden parquet and endless mirrors. The focal point is a giant screen that hovers over a dramatic staircase, welcoming shoppers into the Valli universe.

Passers by can't see inside the store, helping to create a sense of luxurious privacy for shoppers, but once through the doors visitors are greeted by an abundance of mirrors.

The London opening marks an important milestone in the retail expansion, which has recently been a key goal for the designer. Besides his European stores in Milan, Paris and the seasonal St Tropez, the Maison has expanded its operations in Asia, partnering with the Lee and Han Group to open a second store on Lotte Avenue in Seoul, which followed the first in the Galleria Mall, as well as a new site in the Yintai Centre of Beijing. Next July, a Giambattista Valli boutique will open in Doha, Qatar. **RF**



