

# EYTYS

## Soho, London

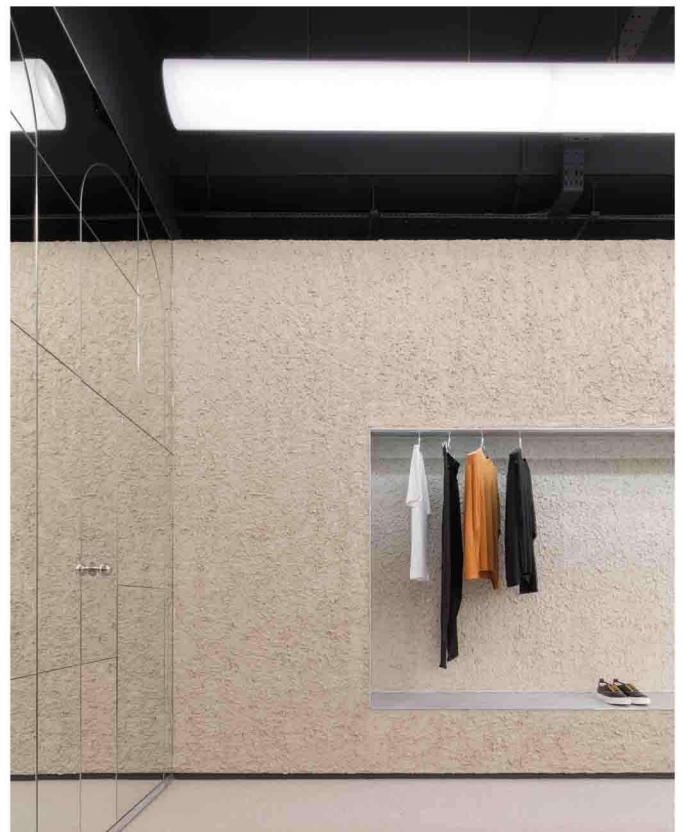
Design: In-house  
Opening date: September 2018  
Store size: 93 sq m



Stockholm-based footwear brand Eytys – pronounced 'Eighties' and spelled with Ys in reference to Generation Y – opened its first London store in September, with a design influenced by Swedish 1960s brutalism. The 93 sq m space on Brewer Street in Soho was designed in-house and offers the brand's full collection of unisex footwear, jeans and ready-to-wear.

'The starting point of the design process was archival images of Shiro Kuramata's spaces for Issy Miyake in Japan in the early '80s,' explains a spokesperson for the Swedish label, which is well known for its thick rubber soled sneakers. 'Kuramata was a pioneer in creating playful yet uncompromisingly minimal designs: many so complex they could only be realised years after his death in 1991.'

The store features rough concrete walls contrasted by aluminium elements and Italian burl veneer, a material combination favoured by Dutch postmodernist Hans Hollein, whose legacy is also visible in a metal palm tree and the mirrored vaults opening up to the fitting rooms. ➤



The interior monochrome taupe colour scheme is illuminated with vast light tubes running across the ceiling, reminiscent of the facade of the Centre Pompidou in Paris.

'Like that perfect mixtape, the design of Eytys London store was about clashing our favourite periods of architectural design,' says co-founder and creative director, Max Schiller.

Schiller and co-founder Jonathan Hirschfeld have both selected pieces from their personal collections of work from Swedish progressive female artists for the store, including the concrete sculpture, 'Logogram 5' by Hilde Retzlaff.

Eytys launched with footwear in 2013 and opened its first retail store in Stockholm in 2016. **RF**

