

# MULBERRY

## Regent Street, London

Design: Johnny Coca & Faye Toogood  
 Opening date: September 2018  
 Store size: 278 sq m

Looking to collectively redefine the shopping experience, Mulberry creative director, Johnny Coca and interior designer Faye Toogood have developed a fresh, contemporary interior for the leather goods brand that reads more like a welcoming home than a traditional retail environment. The new retail concept was unveiled in September at the new Regent Street store ahead of a global rollout.

Sophisticated but untraditional and strikingly modern with a hint of heritage, the retail redesign captures the essence of Mulberry's point of view, creating a tactile space in which the brand can be rediscovered.

Inspired by the painterly qualities of bucolic British landscapes and the >



strong but simple geometric forms of Brutalist architecture. Coca and Toogood have explored the beauty of contrasting materials, volumes, shapes, scales and sensibilities, throughout their design concept.

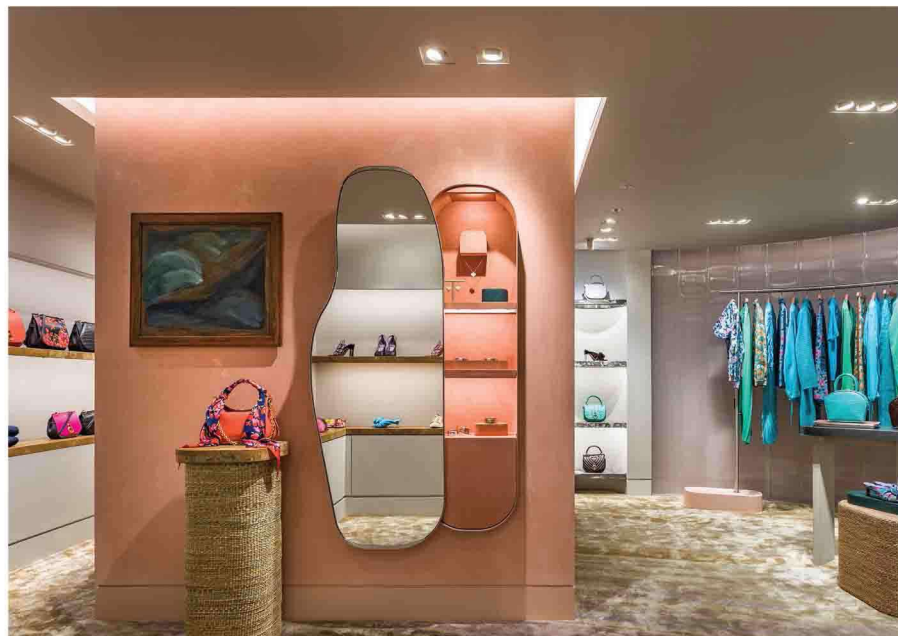
'The store concept plays upon Mulberry's heritage-brand status by paying tribute to the raw power of the British landscape in all its many forms,' says Toogood.

Design highlights of the two-storey Regent Street space include wall coverings and hand-tufted rugs based on British landscapes hand-painted by Toogood's studio, as well as bespoke 'Mulberry Green' ceramic tiles, which make decorative appearances across the interiors, including the stairwell.

Large, pebble-shaped mirrored cupboards, wooden totems, sculptural consoles and cantilevered shelving are dotted throughout the store, while the dressing rooms are marked by a traditional, panelled resin door in a light shade of pink.

Individual changing rooms featuring yellow resin doors are gathered around a communal area that houses rust-coloured seating and traditional British ceramics.

'I wanted the new Mulberry stores to be immersive environments with the feel of a home, a place to go and explore



the modern British identity of the brand,' explains Coca. 'I chose to work with Faye Toogood because she is an inspiring woman, a creative force and a bold mind. Together, we are redefining this essential part of our visual vocabulary, and building a new chapter for the brand.'

The new Regent Street store also offers a host of seamless omnichannel services, including mobile payment points, click and collect, two-hour same-day delivery across central London and endless aisle shopping, giving customers access to products from any Mulberry store worldwide.

'I'm excited to be opening our new global flagship at 100 Regent Street where

we have created a rich and vibrant store concept that brings to life all the elements of British landscape and architecture that inspire us,' adds Coca. 'The pace and energy of Regent Street captures the spirit of Mulberry and is the perfect setting to unveil this new chapter of our brand.'

To celebrate the launch of the store, Coca has created an exclusive collection of the newly introduced Harlow bag family in seasonal animations. Available only at the Regent Street flagship, the limited-edition range will sit alongside the full autumn winter '18 collection of men's and women's bags, ready-to-wear, shoes and jewellery. **RF**

