

JIGSAW

Westfield White City, London

Design: Checkland Kindleysides
Opening date: December 2015
Store size: 120 sq m



With a fluid, arched tunnel flowing through the interior, Jigsaw's new store at Westfield White City makes a bold architectural statement. The 120 sq m space, designed by Checkland Kindleysides, is located in the high-end retail area called The Village and is the fashion brand's first mall-based setting in London.

The space has an 8m-high fascia, which provided a dramatic blank canvas for Jigsaw and the design team to create something exciting. For inspiration, Checkland Kindleysides researched contemporary British design, art and architecture: spaces and forms that celebrate femininity. 'We imagined bold sculptural forms and the use of materials that create a language which feels both feminine and crafted,' says Joe Evans,

creative director at Checkland Kindleysides.

This culminates in a strong curvaceous funnel form, which opens out like a bloom, framing the window and filling the space. 'The form feels feminine and the structure has a lightness, a delicacy, but with a great sense of movement, like the opening of a fan, or the blink of an eyelash,' explains Evans. 'Our approach was a little like that of a tailor or designer constructing garments: sculpting, shaping and enhancing, designing the space by making the most of the existing spatial attributes.'

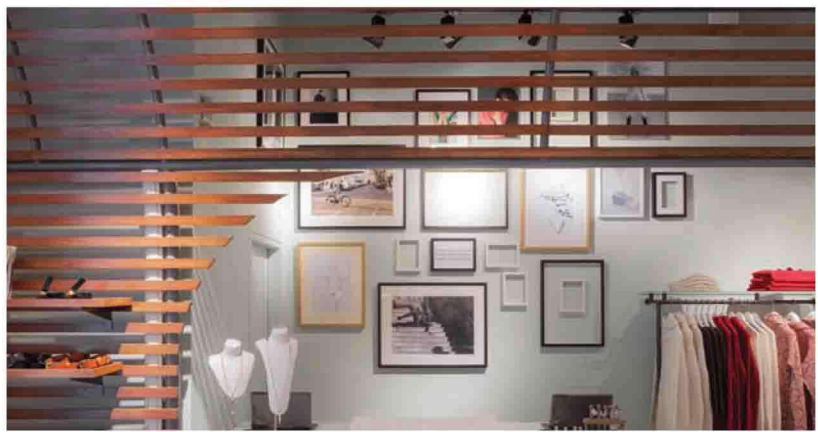
The streamlined, slender wooden slats flow back the length of the store, adding direction and a sense of transparency with light permeating through the structure to give depth, texture and pattern.

'The concept for the structure initially

came from a series of pencil sketches, an instinctive spatial response to the site,' continues Evans. 'We looked at attributes of the space to create a unique singular architectural statement, which would provide a backdrop and experience that would resonate with the brand and customer.'

In making such a bold statement with the sculptural installation, the team took a pared back approach to the design of the interior, cutting away apertures in the structure to provide framed canvases where products are displayed against the delicate aesthetic of duck egg blue walls.

The signage for the store is created from individual illuminated letters suspended on a chrome trapeze, which hangs like a piece of jewellery behind the glazed facade.



Behind the window display, selections of accessories are presented against the slatted timber wall. In the centre of the store, the main clothing collection is presented on simple raw, blackened steel fixtures with clusters of light fittings hanging above at different heights, much like stamens in a flower head. A soft light also filters through the laths, creating depth and a sense of light and shade.

Halfway through the store, a copper-fronted cash desk is set against a deconstructed picture wall of brand imagery and curated moments partially eclipsed by the arc of the laths.

A large lightbox featuring seasonal imagery of the Jigsaw woman draws customers to the back of the store and

creates a break in the space. This is where further accessories and the footwear collection are displayed, and where the stark white fitting rooms are located.

'It's all about the customer experience: showcasing the Jigsaw brand in a visually exciting and easy-to-shop space,' says Evans, when asked how Jigsaw customers have been considered with regard to the store design. 'It's a balance of style and function. The store has an easily navigatable layout with open-framed linear product rails that let the products breathe. Great lighting, comfortable, well-illuminated fitting rooms and brilliant service all combine to make a comfortable shopping experience.' **Rf**

