

OASIS

## Tottenham Court Road, London

**Design:** Dalziel & Pow  
**Opening date:** November 2015  
**Store size:** 300 sq m

British high street fashion brand Oasis unveiled its new 300 sq m London flagship in November, in the heart of the new Tottenham Court Walk development. The interior is the latest in a four-year collaboration with design consultancy Dalziel & Pow and incorporates many new elements for Oasis, including a hair and nail bar, and in-store cafe and Prosecco bar.

Spread across two levels, the store builds on the 'House of Oasis' concept, inspired by the dream home of the quintessential Oasis customer.

The ground floor has a soft, light, feminine colour palette and is home to the new fashion collections, while the mezzanine level has a crisper finish and houses denim and eveningwear. 'The concept originated from the transition between day and night, offering the customer something unexpected upon arrival at the upper floor,' explains Sarah Hopkinson, senior designer for interiors at Dalziel & Pow.

The lower level features beautiful Georgian paneling with a pink paint finish and fuchsia lampshade illustrations that pop across the store. Overhead, an ornate Georgian plaster ceiling inspired a contemporary metalwork profile of the same design suspended against an exposed ceiling.

'A key element of the brief was to attract customers to the additional retail, and cafe and beauty offers on the first floor,' says Hopkinson. 'We chose to respond to this with a grand feature staircase which continues the language of the Georgian house. Illuminated windows and an ajar door on the landing allude to the store working as a functioning home and add intrigue and a bit of the quirky Oasis personality.'

Nods to the Saucer & Spritz cafe above are found in tiled stair risers, which take the botanical motifs of pineapples, bees and plants, and in the escaping hummingbirds which fly across the staircase



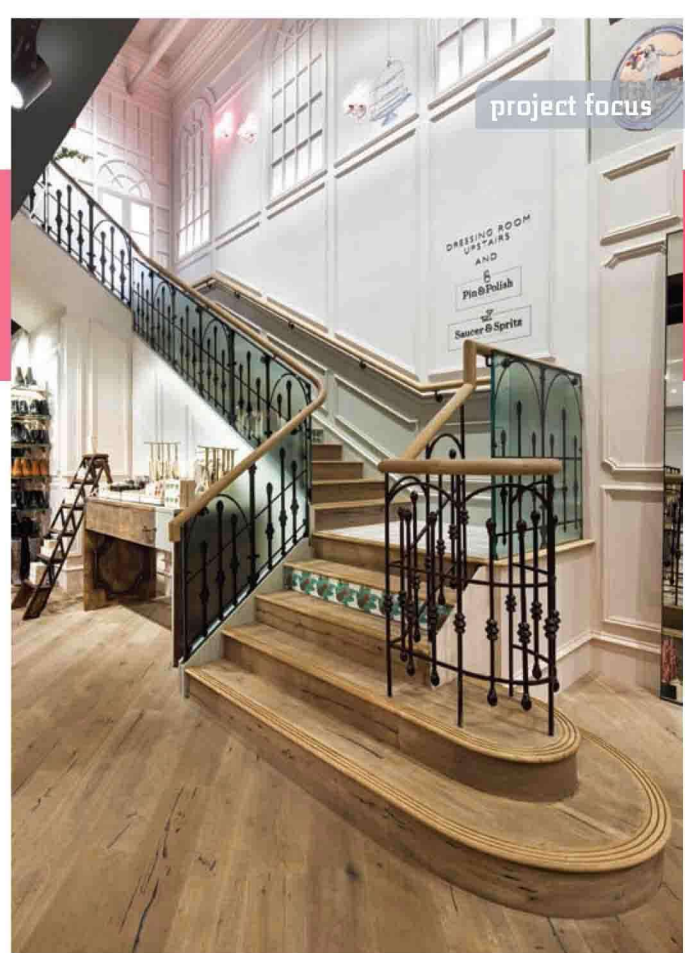
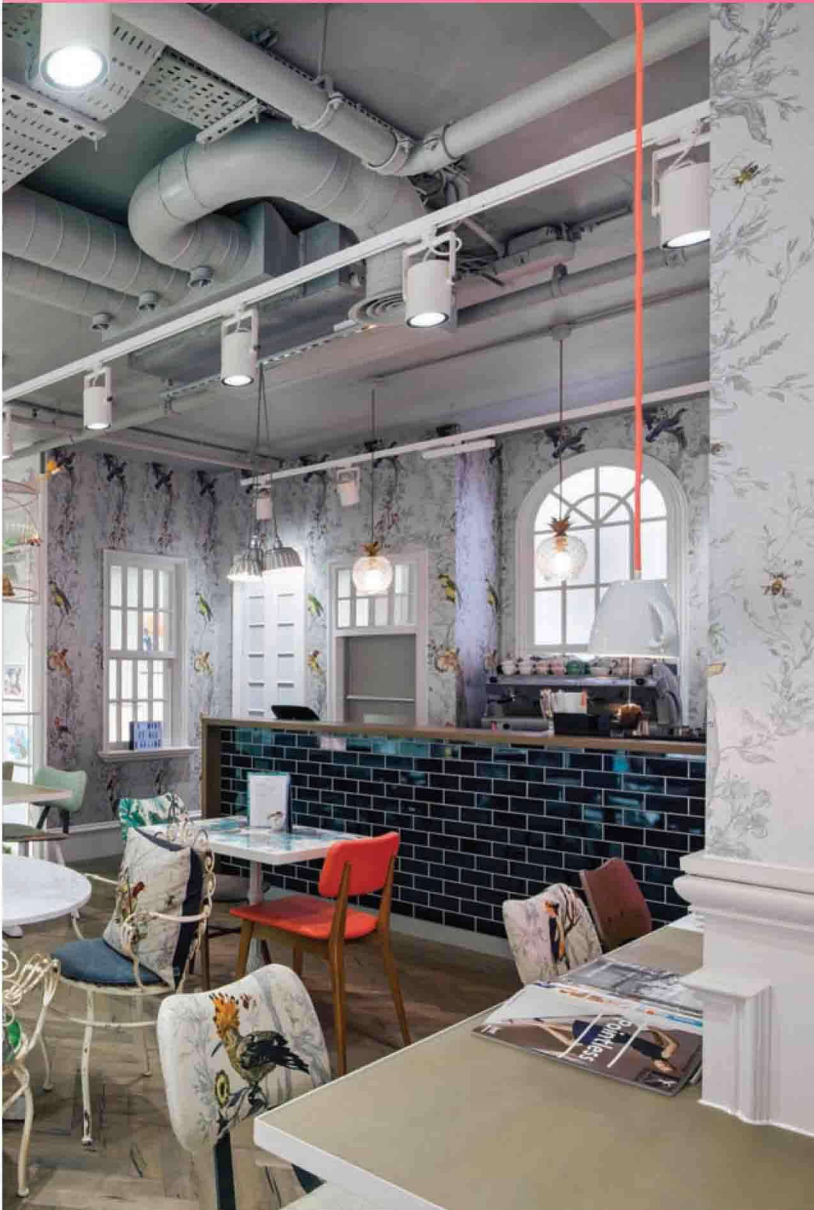
from their birdcage.

The Saucer & Spritz cafe aesthetic is themed around an external courtyard or summer room, and features an eclectic mix of references to nature and the theatre of afternoon tea. Here, old-fashioned copper jelly mould and tea cup light shades, complete with tea bag pull cords, sit against a backdrop of exotic birds from the distinctive wallpaper. 'The focal piece of the servery area is a rotating display of merchandise and crockery, which emphasises the transition between cafe to bar, which takes place each evening,' adds Hopkinson.

Towards the rear of the space, two arches create the transition between buzzing retail to the sanctuary of the Pin & Polish beauty offer and serviced fitting rooms with generous seating area. The beauty bar has a colour palette of soft whites, pinks and greens which creates a calm, feminine environment and gives a nod to the mid-century salons of the 40's and 50's.

'Throughout the store, it was key to incorporate details that made the customer smile,' continues Hopkinson. 'Mouse holes in the skirting boards house wooden mice, and vinyl graphic bookshelves featuring





goldfish bowls and china teacups poke out from behind the merchandise.'

Commenting on the new flagship, Oasis COO, Hash Ladha says: 'In addition to our extensive, multimillion pound refit programme across the country, we are delighted to be launching a central London flagship store on Tottenham Court Road. Featuring an innovative shopping environment, the concept store includes many unique elements for Oasis. The new cafe and beauty area are designed to give our customers a complete shopping experience.' **Rf**

