

# JIMMY CHOO

## Selfridges, London

Design: David Collins Studio  
Opening date: March 2016  
Store size: 44 sq m

Photography: Jonathan Taylor



A honed Nero Marquina marble exterior frames the new-look Jimmy Choo boutique in Selfridges London, which opened in March. Located on the second floor of the department store, the 44 sq m retail space features a bespoke design by David Collins Studio, echoing the brand's global design concept with a slick contemporary take on 70's design signatures.

Inside the boutique, gold and copper tones provide a glistening backdrop for the full Jimmy Choo women's shoe, handbag and accessory collection. The walls are finished in a delicate woven bronze chevron mesh with a feature wall crafted in mother-of-pearl mosaic, and a gilded metal and rock crystal chandelier suspended from the gold reflective ceiling lends an inviting

glow to the space.

'We wanted to create a modern interior that was inspired by 70's glamour, but complement it with the signature elements from our concept seen in other stores, so we chose the iconic rock crystal and gold chandelier, the woven metal mesh used for the walls, and the animal pattern carpet,' explains Lewis Taylor, design director at David Collins Studio. 'These were then mixed with new materials such as the gold mirrored ceiling, mother-of-pearl tile and smoked acrylic shelving.'

The pale soft grey silk and virgin wool carpet brings subtle personality to the space, while the whole store is reflected in the gold mirror ceiling.

'[The gold mirrored ceiling] was a

product we had not seen before and we were exploring ways in which we could make the relatively small space feel much bigger,' says Taylor. 'We used smoked mirror on the walls and decided to use gold on the ceiling to complement the chandelier and increase the appearance of the ceiling heights.'

The custom mid-century seating areas are finished in luxuriously tactile velvet and feature polished-brass topped tables and a series of smoke-hued Lucite modular displays to complete the design.

The Jimmy Choo Selfridges boutique is the latest store to be realised by the collaboration between David Collins Studio and Sandra Choi, creative director of Jimmy Choo that began in 2014. **Rf**



