

HEIDI KLEIN

Chelsea, London

Design: Kinnersley Kent Design
Opening date: January 2016
Store size: 100 sq m

Photography: Kate Berry



Luxury beachwear brand Heidi Klein has redesigned its Chelsea boutique in London in preparation for its next phase of international expansion. Working with Kinnersley Kent Design, the retailer has created a more lifestyle-oriented environment, inspired by the domestic interiors vernacular of a 'Hamptons House'.

The new overall environment of the Chelsea store is light and warm, transporting customers into an oasis of calm. The walls, flooring and ceiling are all in white, with an accent colour of soft gold taken from the branding. Green palms have also been used sparingly to add freshness and vibrancy to the interior.

'Our main design evolution has been to move the interiors iconography away from a beach-inspired dressing towards a more refined, internationally applicable glamour,' says Jill Higgins, partner at Kinnersley Kent Design and director of the project.

The front entrance to the store, which is located just off Sloane Square, has been



opened up and refurbished, with new fascia boards and branding. The full-height windows act as the 'veranda' area of the Hampton House concept, featuring screens that resemble grand-scale, domestic window shutters.

Inside the boutique, a strong new merchandising system strikes a balance between maximum flexibility and creating the bespoke and refined look of a luxury brand. Around the perimeter, the fixtures incorporate brass rod detailing, echoing the 'soft gold glamour' highlight used throughout the scheme, and flexible shelving. Each item of the core swimwear offer is displayed in one size only, maintaining the brand's spare, luxe aesthetic, while integrated drawer units hold stock in other sizes.

Mid-floor merchandising units include a bespoke oval ellipse table with soft gold geometrically angular legs and inset seating beneath, as well as a perimeter table inspired by a hall console.

'The product is vibrant and pattern-rich, and we sought therefore to design a space that very much creates a canvas for the product, using neutral tones with texture for visual interest,' explains Higgins.

Small mirrors have been integrated into the display areas, as well as full-length mirrors which are mostly located on the doors to help conceal the back-of-house area. Vertical wood panel detailing also adds visual interest wherever there is a gap between the merchandising units.

The cash desk has been moved from



the front of the store to a more discreet back wall location and features bespoke pendant lighting in powder-coated white metal with gold-lined interiors.

A relaxed lounge area outside the changing rooms again strikes a domestic furniture note, with bespoke-designed armchairs by Kinnersley Kent Design and side tables by Louise Bradley, featuring antique gold frames and mirror tops. Behind the seating area, an artwork wall features images from current Heidi Klein campaigns, which are also used in the changing rooms and among table-top merchandising.

The fitting rooms have a more luxurious feel than in the store's previous incarnation,

with more hooks, a hessian pouffe and white, framed wall panelling.

The new store design marks a key stage in the expansion of the brand. 'We set out to reinvent swimwear shopping into an exciting and enjoyable experience, while providing everything our clients desired in order to look and feel gorgeous on holiday; all under one roof,' says Heidi Gosman, co-founder of Heidi Klein.

Formed in 2002 by Heidi Gosman and Penny Klein, Heidi Klein first launched its one-stop-holiday-shop concept in Notting Hill in 2002 before opening a second boutique in Chelsea in 2004. The brand currently has four stores, including St Lucia and Montenegro. **RF**

