

MICHAEL KORS

Regent Street, London

Design: In-house
Opening date: May 2016
Store size: 1,512 sq m

London's Regent Street is home to several remarkable flagship stores, including the largest Michael Kors store in Europe. Set over three floors, the new 1,512 sq m retail space is said to combine the best of two worlds: an elegant, historic facade with a sophisticated, modern interior that showcases the luxury fashion brand's signature glamorous aesthetic.

Created in-house, the new design represents an evolution of Michael Kors' signature store aesthetic, with dark Macassar wood floors and tables, shelves of brushed stainless steel, Venetian wallpaper and Calacutta marble fixtures.

A pale, weathered limestone 'runway' leads visitors from the entrance through the entire store. 'The palette of soft browns and greys, mixed with warm woods, textural finishes and luxe materials, reflects the label's refined take on glamour while providing a modern and inviting ambience in which customers can browse, shop and enjoy the brand's exceptional personal styling and service,' says a spokesperson for Michael Kors. ■■■





The store houses every category of Michael Kors product with distinctive design elements used to highlight and separate key areas of the interior.

The ground floor is home to accessories from the brand's Michael Kors Collection and MICHAEL Michael Kors labels, including handbags, small leather goods, watches, jewellery and eyewear, while there are separate salons for the two shoe collections.

A striking, floating staircase of clear acrylic tile embedded with lights connects

the ground and first floors, alongside a two-storey wall which is dedicated to Michael Kors Collection handbags.

The first floor houses the brand's ready-to-wear, with separate areas and dressing rooms for Michael Kors Collection and MICHAEL Michael Kors.

The men's shop is located on the lower level and features custom-built, polished and blackened stainless steel fixtures with grey smoked mirrors and grey marble display cases. Other design elements on

the men's floor include black-and-white photography, custom seating, a bar and a full-size pool table.

'Our Regent Street flagship illustrates the evolution of the Michael Kors brand and the scope of our commitment to the business in Europe,' says John. D. Idol, chairman and CEO of Michael Kors. 'This new European flagship enables us to present the full range of our luxury offering, including our exciting and fast-growing menswear line.' **RF**

