



## Harvey Nichols menswear suitably refreshed

Portview's wide experience in menswear fit-out, with recent projects for American designer John Varvatos and premium label Diesel Black Gold, has been further bolstered by the completion of a prestigious fit-out for Harvey Nichols menswear at the group's iconic Knightsbridge flagship.

The new Menswear Department has undergone a major nine month refurbishment and marks the first stage in an ambitious plan to renovate the entire Knightsbridge store. For many years a retail destination and reference point, the Knightsbridge store attracts domestic and international style-conscious and discerning customers. The refit of the two main lower-ground levels has redefined the HN shopping experience for the brand's male customers.

Renowned design team Virgile + Partners reconfigured the 2600m<sup>2</sup> space to create individual rooms, different in format and interlinked to encourage the customer to explore a sequence of different experiences, in

a collection of specialised boutiques. A departure from a predictable 'shop within shop' framework, the new boutique style rejects formality and uses alternative ways to present the exciting offer.

Led by Contracts Manager Paul McGovern, the Portview team's experience with Harvey Nichols means that they can guarantee the quality standards that the retailer demands. The relationship with Virgile + Partners is collaborative, based on finding solutions and delivering a finished product that is aligned to the store's international reputation for innovation and luxury ambience.

Virgile + Partners' Ewald Damen commented: "Working with Portview has been a great experience for us as designers, both for their professional approach and team spirit. A hands on mentality and positive attitude helped us to achieve a challenging programme and complex build with a great and very well received result."

