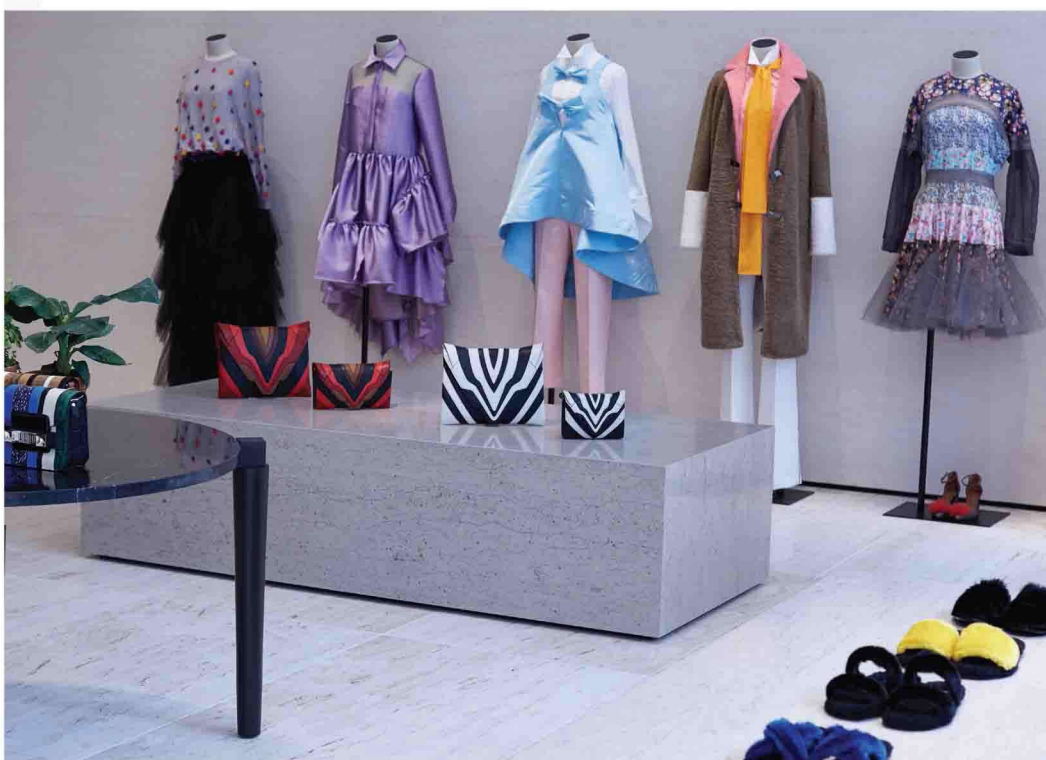


# BOUTIQUE 1

## Sloane Street, London

Design: Caulder Moore  
Opening date: June 2016  
Store size: 1,300 sq m





Middle Eastern luxury fashion retailer, Boutique I opened its first European store in June, on London's Sloane Street with a design by Caulder Moore. Spread across two floors, the store can be accessed on Sloane Street and Pavilion Road, and houses ready-to-wear, accessories, eveningwear, beachwear, fine jewellery and books, as well as a cafe created by Pablo Flack and David Waddington of London restaurant Bistrottheque.

In keeping with Boutique I's global store concept, the aesthetic for the London location is understated and discreetly luxurious. Natural materials are used throughout the interior, providing a quiet backdrop that allows the products to take centre stage. The colour palette is neutral, with accents of matte black and brushed brass appearing on doors, stair railings and display fixtures. Meanwhile, oak and unpolished travertine flooring along with sandblasted limestone walls add natural texture to the space.

The furniture has been carefully considered to create an 'at home' feel and includes chairs and oversized benches upholstered in natural linens for a 'lived in' look.

Ian Caulder, executive creative director at Caulder Moore, says: 'We worked with Boutique I to create a gallery-like atmosphere for the edit of designers that while luxury is also quite contemporary. The space is very flexible so certain lines and new designers can be highlighted rather like staging a new exhibition.'

With customer service underpinning the Boutique I experience, the store offers a personal styling team, in-house complimentary tailoring, VIP fitting room and a same-day delivery service available throughout London. As part of the retailer's omnichannel proposition, a click-and-collect service is also available for orders placed online.

The Boutique I London store joins the retailer's existing portfolio of stores in Dubai, Abu Dhabi and Beirut, and forms an integral part of the redevelopment of the Sloane Street area by Cadogan Estates. **Rf**

