

FABLED

Tottenham Court Walk, London

Design: gpstudio
Opening date: August 2016
Store size: 745 sq m

The new Fabled store in London's Tottenham Court Walk brings to life the beauty collaboration between women's magazine Marie Claire and online supermarket Ocado. Designed by gpstudio.

the 745 sq m 'test and play' store is spread across two levels and is intended to support the new premium online beauty brand.

'[Our] conceptual idea for the flagship store was to create a storytelling journey for the consumer,' says Gregor Jackson, partner and founder of gpstudio.

The ground floor incorporates Marie

Claire-led areas such as the Fabled Edits, as well as a space dedicated to seasonal recommendations and a fragrance room, while the first floor mezzanine is entirely devoted to skincare.

Digital elements throughout the store continually link the space to Fabled's online offer, with touch-screen technology



enabling customers to learn about, and experiment with, the brand's beauty products.

The customer is chiefly guided around the store by the arrangement of furniture. A parade of brand tables and Fabled-owned monolithic tables define the customer journey, while the digital interface gives pause points and light box signage acts as beacons, to signal key product categories or service.

The interior has a simple, pared-back material palette, with grey tiles, concrete, ply and exposed architectural shell to present a neutral and honest backdrop to the brands.

'This is not a brand looking to have a roll-out on the high street and "overly designed stores",' says Jackson. 'The mothership is the online offer. The number of stores will be intentionally limited, and are about test and play, events, and building customer ambassadors and customer loyalty. This is a "brand package" unlike any other beauty offer.'

Amanda Scott, managing director at Fabled, adds: 'With over 25 years of beauty inspiration, education and advice there is huge trust and respect in the Marie Claire brand. This, coupled with Ocado's ecommerce expertise, stands to be a great venture for both in their/our own fields of expertise.'

The store opened in August 2016 and is expected to extend to the basement in the future. **Rf**

