

# WAREHOUSE

Argyll Street, London

**Design:** Checkland Kindleysides  
**Opening date:** September 2016  
**Store size:** 251 sq m

Photography: Marcus Peel

High-street fashion retailer Warehouse has reopened its London Argyll Street store following a complete redesign by Warehouse brand consultant Alasdair Willis and Checkland Kindleysides. Split across two levels, the 251 sq m space is designed to feel like a continuation of the street, balancing modernity with a gritty urban character.

'The store interiors will reflect the new brand mission, which is "Warehouse curates the city", using the urban environment and experience as our brands palette with the collision of materials, textures, facades and discovered spaces for all that we do,' said Willis, ahead of the launch. 'This will engage our customers with a rich and unique experience that is truly reflective of

the new Warehouse proposition.'

The journey through the store is an exploration of the city, navigating tall architectural buildings that open up to the bright sky. The product is merchandised against building facades that are created from authentic materials, and the sky is created from a narrow light box that is suspended from the ceiling and runs down the centre of the store.

From the entrance on the ground floor, customers are guided through the space by bold accent yellow street markings on the concrete floor that eventually run into the staircase handrail and down to the lower level.

A single-run, cast concrete staircase descends into the basement and lands to







A PRIMARILY URBAN AND MOODY  
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USE OF BRIGHT ACCENT COLOURS





face the back focal point of the store. The positioning subtly encourages a journey around the space, exploring the key collections before arriving at the fitting rooms.

The store uses a variety of materials to create a dynamic and layered environment, including polycarbonate sheets that are set against a timber structure and illuminated from within.

Elsewhere, static, galvanised roller shutters sit in front of white light boxes that line the walls at multiple intervals, giving the sense of bright light flooding into the space.

A primarily urban and moody colour palette is lifted by the use of bright accent colours, including the yellow street markings and blue sky. 'These contrasted colours reinforce the sensation of walking into the shadows between high-rise buildings in the city, while providing the perfect backdrop to showcase the new Warehouse collection by design director, Emma Cook,' explains Joe Evans, creative director at Checkland Kindleysides.

'The space is defined by the "spaces between spaces",' continues Evans. 'Channeling the energy of the city, we bring the outside in, to create an interior that is totally dynamic and new.'

Digital screens at the entrance and back of the store feature a graphical representation of the sky with birds that flock from the first screen to the back, encouraging customers to follow them and transition the space. The content will be interwoven with seasonal brand campaigns.

The new store design concept will be rolled out to further locations and different formats both in the UK and internationally. **RF**

