

JUICY COUTURE

Regent Street, London

Design: MRA Architecture & Interior Design
Shopfitting: Newman Scott
Opening date: July 2012
Store size: 230 sq m

American fashion brand Juicy Couture has relocated its London flagship store from Mayfair's Bruton Street to Regent Street. The company, probably best known for its signature velour tracksuits, approached MRA Architecture & Interior Design to develop the store concept after seeing the firm's work on the Agent Provocateur store on New York's Madison Avenue.

The brief, explains MRA, was to create an environment that would reflect Juicy Couture's updated brand aesthetic. Led by Juicy Couture's president and chief creative officer, LeAnn Nealz, the team has designed a space that highlights the couture elements of the brand while retaining the label's flamboyant LA style. Think grand details and modern glamour, with a playful twist.

'The brand's aesthetic principles are reinforced by the fine detailing and craftsmanship used in the new furniture, which in turn enhances the character of the Grade II listed building,' says a spokesperson for MRA. 'The sweeping marble staircase and newly restored 1920s wrought iron lift, for example, are now highlighted by bespoke panelled display walls, alongside intricate plasterwork mouldings, which contrast with hot pink glass and polished brass details. Throughout the store, a sense of fun and vibrancy combines with the elegant original features, merging to create a high-end feel.'

The vestibule features a brass Juicy Couture logo inlaid into marble flooring. From here, Italian marble chequerboard flooring



Photography: Nick Guttridge



The Chandelier

Conceived by Juicy Couture, MRA and Paul Nulty Lighting Design, and manufactured by Prop Studios, the 1.7m chandelier that adorns the ground floor is generously scaled to suit the double-height space.

The chandelier has an elegant central column made from turned tulip wood and finished in an aged gold leaf effect. From this central piece hang three tiers, the arms of which are encrusted by hand with small crystal beads. The rest of the piece is dressed with crystal sourced from Austria, including hand strung crystal and chain, crystal teardrops and rosettes.

The central 'candelabra' is fitted with LED candle lamps that provide sparkle and interest, while the plaster ring incorporates adjustable spotlights to provide accent lighting to the displays below. Cold cathode, located inside, illuminates the ceiling, providing a bright and airy aesthetic and soft, general ambient light.

and over-sized furniture give the impression of a lavish entrance hall to a luxurious salon. This feeling is reinforced by a giant chandelier, designed specifically for the Regent Street store. Encircling the decorative fitting, an oval handmade plaster ring - a contemporary take on the ceiling rose - houses modern lighting, while adding a new dimension to the space.

Arranged over two main floors and a mezzanine level, the 230 sq m store showcases an assortment of apparel, accessories, fragrance and jewellery. The basement houses an impressive library-inspired display of Juicy Couture's iconic tracksuits, as well as a girl's area and generously sized fitting rooms, complete with bespoke plaster ceilings and signature Juicy Couture wallpapers. Consistent design features connect the space with the ground floor, including decorative mouldings and cream panelled walls. The main feature of the basement, however, is an illuminated pink glass screen that provides a new view of the decorative plasterwork, giving a bright, fresh feel. This is complemented by the parquet floor, which adds warmth and acts to emphasise the marble-topped display table, cut from the same stone as the flooring used on the level above.

The ground floor houses the cash/wrap desk that contains glazed display vitrines. Behind the desk, a feature wall with ornate

full-height plaster palm trees and a theatrical pink taffeta curtain creates a backdrop for a neon Juicy Couture logo. The palm trees - a first for Juicy Couture stores - were developed by the brand's creative team and manufactured in California. Opposite the cash desk, to the left of the store, the bespoke palm trees feature again in a display wall that shows apparel set against a pink glass backdrop. Meanwhile, brass and mirror tables and shelves showcase smaller accessories and, around the staircase, jewellery is displayed in mirrored vitrines.

The stairs lead up to the mezzanine level where the brand's Bird collection is displayed on simple, elegant brass rails. Here, a discreet glass balustrade overlooks the double-height ground floor space.

Fifth & Pacific Companies-owned Juicy Couture was established in 1997 and now has stores in 60 countries around the world. It appointed Nealz in 2010 to guide the brand into its next phase of growth, while preserving the label's playful and unique DNA. **Rf**

