

MATCHESFASHION.COM

Wimbledon Village, London

Design: MRA Architecture & Interior Design
 Lighting design: Paul Nulty Lighting Design
 Opening date: April 2014
 Store size: 320 sq m

Photography: Ed Reeve



Luxury designer fashion retailer Matchesfashion.com has consolidated its four boutiques in Wimbledon in a single, dynamic, interactive space that showcases its edit of new and established international labels as well as serves as a physical touchpoint for its wider online offer. The company, which has 14 London stores in total and an international website, collaborated with MRA Architecture & Interior Design to create a modern, luxury shopping environment that would bring together the physical and online sides of the business.

Located in the heart of Wimbledon Village, the 320 sq m flagship is spread across two floors and has a simple palette of materials, including terrazzo and toned timber veneer, which blend to create a neutral backdrop against the diverse range of apparel. The ground floor focuses on contemporary denim, footwear and accessories, while the first floor showcases international womenswear and menswear collections.

MRA interpreted the 'Matchesfashion.com edit' as a form



of collage. 'We felt that the way Matchesfashion.com bring their unique selection of fashion into the lives of their customer could be seen as a series of projections, through social and print media, from the internet to in-store,' explains MRA director, Anshu Srivastava. 'These ideas led us to the work of artists such as Donald Judd and Christopher Bruno. We explored sculptural projections in the design of the staircase, mid-floor pieces and the folded perimeter walls.'

'In minimalist sculptural constructions, materiality becomes all important: the craftsmanship, attention to detail and simple palette of materials that typifies Judd's work, for example, also became central themes of the new Matchesfashion.com concept,' continues Srivastava.

Mid-floor furniture on the ground level consists of generous and versatile display tables with pop colour elements, while twin hanging rails - one solid and the other in wireframe form - punctuate the spaces between.

Towards the back of the store is a terrazzo stone staircase, ■■■





featuring aged brass details and lined with asymmetrically faceted birch veneer that connects the lower and upper levels. Above the stairs is a striking, seven metre-long skylight that allows natural light to flood the space.

In contrast to the ground floor, the first floor is fully carpeted to enhance the sense of comfort and relaxation. Womenswear and menswear collections are displayed on continuous perimeter rails with a sculptural folded backdrop and Carrera marble plinths. Meanwhile, accessories are presented in finely finished display cases, which are cantilevered from the veneered stair balustrade.

The upper level also houses a lounge area, where customers can explore the full Matchesfashion.com edit online with iPads. The space features original 1960s Gio Ponti furniture and a Sciolari chandelier.

Digital touchpoints throughout the space have been designed to be part of the store aesthetic, bringing together the digital and physical platforms of the business. **Rf**

