



► SOFTROOM

BROOK STREET, LONDON 2000

JOHN SMEDLEY BROOK STREET JOHN SMEDLEY HAS LONG HAD THE REPUTATION FOR PRODUCING SOME OF BRITAIN'S FINEST KNITWEAR. THEY CHOSE SOFTROOM TO DESIGN THEIR FIRST RETAIL STORE.

HITHERTO SOLD THROUGH CONCESSIONS IN DEPARTMENT STORES, THE DERBYSHIRE BASED FASHION COMPANY DECIDED TO OPEN ITS FIRST SHOP JUST OFF BOND STREET IN THE WEST END OF LONDON.

THE DESIGN PROVIDES A COMFORTABLE AND UNDERSTATED BACKDROP FOR THE MERCHANDISE DISPLAYS, EMPHASISING THE QUALITY AND FINENESS OF THE CLOTHING.

PHOTOGRAPHY: SEBASTIAN GORDON