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A PEARL OF LUXURY

# DURRAH



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11 The wall in the bedroom is specifically created for Smythson's items which have not changed for decades. The wall is based on John Piper's stained glass.

12 The window has been restored with the addition of the terracotta motifs from the 1920s onto the window.

13 The bespoke Library Room is painted in Smythson's blue paper and features a specially commissioned bookplate by David Chubb.

14 The authentic show the history collection at Smythson. The focus of the collection is on the white, black and blue with the classic and the palette is based on an earlier style, see also the book.

## SMYTHSON, LONDON

The name Smythson embodies the true sense of British style and etiquette. After a complete redesign from Wilko Wilks, the flagship store on New Bond Street in London now streams heritage perfectly mixed with modernity. Now a world of organization, beautiful engineering and packaged, the store is truly British to the core and the updated space depicts the perfect manifestation of the brand's legacy. Smythson is renowned for its loyalty to tradition, however the London based newly designed store combines furnishings and architecture that reflects the name's identity. In the updated venue the 1962-63 interior, previously created by Raymond Erith, has been preserved and protected. Clients enter the store through the grand gallery where the ornate ceiling capitals and traditional materials give a complete sense of permanence and clear depth of space. Set within a surround of turned oak is the floor's central panel of grey and white terrazzo, while highly engineered lighting and fittings have been inserted to act as a clear juxtaposition of the historical wall. There are a series of areas within the store which all deserve a visit. The white panels of the library pay homage to the work of Raymond Erith, the six stacks of white in the Handbag room act as the perfect backdrop to the highly priced exotic handbags and purses. Doors swing open to the personalization studio, the home to the stationery where the room's walls have been papered with the actual fine blue paper. Such attention to detail only goes to show that every inch of the redesign has been left (although of).

