

THE WORLD'S LEADING HOMES MAGAZINE

MARCH 2013 £4.20

ELLE DECORATION

INSIDE THIS ISSUE...
The ELLE Decoration Fashion Report
How the catwalk influences our homes

FAKING IT

15 fakes we actually love!

BEAUTIFUL BATHROOMS

The latest spa-style looks, smart buys and small-space solutions, plus full brand directory

STYLE STEAL

How to mix old and new



HEARST magazines UK



9 770957 894182

03 >

Shop chic London's newest fashion stores are also paradise for interiors lovers. We visit three of the best to find out more

Words BECKY SUNSHINE



Temperley Fantasy playground

'I knew exactly what I wanted the store to be,' says fashion designer Alice Temperley, who has just designed her flagship boutique in Mayfair. 'Eclectic and feminine, with old French style, like a Paul Poiret shop from the 1900s.' That translates into walls painted in soft heritage tones, gilded mirrors, vintage chandeliers and Art Deco antiques sourced from Temperley's favourite haunts, such as Sunbury Antiques Market. The space is a listed Georgian building, so Temperley was keen to respect the marble foyer and parquet floors. A feature rail is inspired by brass birdcages, while a six-foot brass palm-tree light sits alongside aubergine velvet sofas she designed herself. 'I wanted it to be like an old perfumery and very much the world of Temperley,' the designer explains. And watch this space; she's planning to design homeware soon. 27 Bruton Street, W1 (temperleylondon.com)

Burberry Futuristic chic

Burberry's chief creative director Christopher Bailey has always had big ideas about the future of the brand, none more ambitious than the design of its largest flagship store in the world. The impressive 44,000 square foot space – which has 25 staircases, dramatic Art Deco lighting and vast quantities of marble – is housed in a four-storey listed building, restored by British craftsmen. The store boasts giant screens, a hydraulic stage and 420 concealed speakers. Clothes are embedded with chips which are read by screens and mirrors to show the customer how they were styled on the catwalk. 'I sometimes describe Burberry as a young-old company – it has a long history, but a young spirit and energy,' Bailey explains. 'We've restored the magnificent historic features, but we've also used technology to create multi-sensory experiences.' 121 Regent Street, W1 (uk.burberry.com)





Selfridges Personal Shopping Suite Art Deco inspiration

Inspired by iconic women and iconic rooms, Tom Bartlett of Waldo Works, known for his high-end residential interiors, was commissioned to re-imagine the personal shopping suite of Selfridges London. 'I wanted to give the space a hotel lobby feel, but with more privacy and a sense of immaculate service,' he says. The result is an intimate space divided into three main areas: a bar, where drinks are served; a drawing room for lounging and working; and a library. The base colour of all three zones is creamy white, inspired by 1930s interior designer Syrie Maugham's classic all-white living room. Accent tones are worked in throughout, with a display of glass in shades from blue to clear in the bar and bespoke rugs by Christopher Farr in softly graduated stripes. Ranged around the main space is a series of private dressing rooms, inspired by stylish figures such as singer Grace Jones, artist Tamara de Lempicka and fashion designer Jeanne Lanvin; for men, there are rooms referencing Savile Row and military chic. Luxury is key, with sumptuous velvets on seating designed by Waldo Works and silk-embroidered walls by Fromental. Bartlett has brought the lighting off the walls for a more flattering, at-home feel. **13**
400 Oxford Street, W1 (selfridges.com)

PICTURES: RUP TUDORA (REPRODUCED)