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# *Premier* RETAIL



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## Manolo Blahnik

Shoe Heaven at Harrods

# Shed unveil William & Son flagship store

**D**esigner and interior architect Shed, along with master maker and retailer of luxury goods William & Son, have been working together over the past two years to create a new retail flagship in the heart of Mayfair. The 10,000 sq m Mayfair site brings together all William & Son's departments under one roof, from haute horlogerie, grand occasion silverware, cufflinks and fine home wares, to bed linen, luggage in the highest quality leathers, bespoke backgammon sets and bespoke hand crafted guns.

Prior to taking on the project, Shed worked with William & Son on the brand's original Mount Street store, some eight years before. When they were asked again to design a new home for William and Son it was no surprise that Shed jumped at the opportunity of a reunion, strengthening their previous partnership.



The site is made up of five original buildings that were configured to act as one floor plate. This gave Shed a design opportunity to create retail pockets that could ebb and flow not only with the building but also with each product type.

On entering the store, customers' eyes are drawn to the grand bespoke staircase, clad in terrazzo with inlay motifs running along the balustrades. This grand statement wraps around a three-meter high, perfectly crafted walnut cabinet, showcasing a snapshot of the W&S products on offer in the new space.

Shed managed to work in tandem with several craftsmen to produce authentic fixtures of a bygone era whilst acknowledging a contemporary application. The floor material is a combination of terrazzo with inlays of colourful rugs. The patterns are born out of exclusive motifs and designs belonging to William and Son, adapted to become part of the fabric of the building.

Another key aspect of the scheme is the gunroom. Located in the oldest part of the building – which in itself is reputed to be part of the old Mayfair farm – this double height space, is a true showcase of the quality and skill involved in the production of the hand crafted guns.

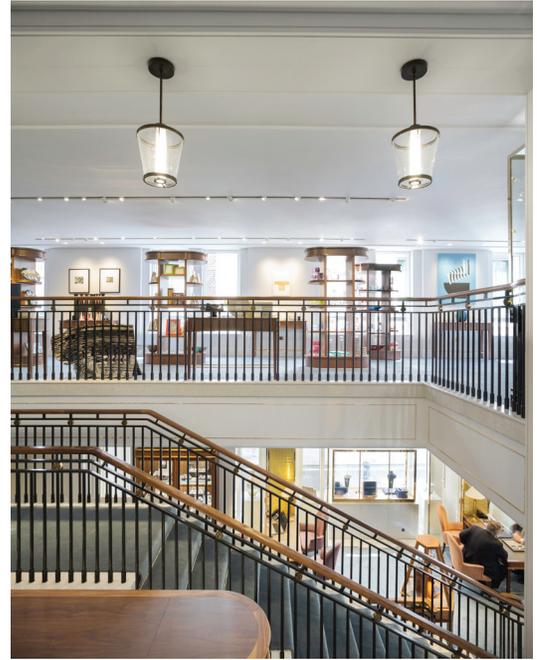


**S Y L  
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Proud to be the Main Contractor on  
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**“On entering the store, customers’ eyes are drawn to the grand bespoke staircase, clad in terrazzo.”**



Once complete, all aspects of the scheme reflected the true spirit of William & Son, which is always distinct and crafted with uniquely bespoke accents throughout. The environment provides a perfect backdrop to the exquisite variety of goods and the project proved very successful for all involved.

Commenting on the project, Matt Smith of Shed, said:

“It was an absolute pleasure working with William & Son. It is always nice to work with a returning client and I think the final outcome reflects how well we worked together.”

Since 2000, Shed has been designing and delivering stunning environments for many of the world’s leading companies within the retail, leisure, workplace and exhibition markets. Specialising in branded interior design work, Shed has provided services to a broad range of clients including the likes of Harrods, Prada, Kurt Geiger, Coca-Cola, Lamborghini, ISSA, Turnbull & Asser and Rocco Forte Hotels, amongst others.

Shed places innovation and originality at the forefront of everything it does, in order to provide off the shelf solutions. Each project is carefully discussed and tailored to meet the specific needs of the client, ensuring repeat customers who are more than satisfied with the end result.

For more information about Shed, or to take a look at other projects in the Shed collection, please visit: [www.shed-design.com](http://www.shed-design.com).

