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Harrys of London to create new retail concept

British footwear company appoints Christian Lahoude to create the design for its London flagship.



By Rebecca Jackson

Harrys of London has announced the appointment of designer Christian Lahoude to create a new concept for its London flagship. The design will be rolled out across Harrys of London shops globally.

The store design will be expanded over two floors, offering more space for its expanded collection. There will also be extra space in-store for other footwear services including a shoe-care "bar".

Following the re-opening of the flagship store, the Lahoude design concept will be rolled out across other Harrys of London locations, which can be found in more than 20 countries.

The Burlington Arcade store re-design will be unveiled to the public on 9 July 2015. Lahoude is known for his innovative architectural designs for luxury retail spaces including Alexander Wang, Jimmy Choo, Tiffany & Co. and Gucci.

Kevin Martel, creative director at Harrys of London, says, "As Harrys of London expands internationally, I wanted to evolve our original Mayfair Library concept into something that reflected our unique combination of craftsmanship and innovation. Christian has exceptional taste and understands luxury retail for a global audience."

The concept takes the architectural language of British libraries into the world of Harrys of London. It is a story of London design, made relevant for a global audience."