



waldo works: selfridges personal shopping redesign

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'selfridges retail store' by waldo works, london, england
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london-based interior design and architecture studio waldo works has redesigned selfridges' personal shopping experience. wanting to offer a private feel, but still have the atmosphere of a cool club, the central area of the new interior is home to a bar, drawing room and library. these rooms are influenced by the all-white drawing room of syrie maugham, wife of somerset maugham, the playwright. the new dressing rooms and suites occupy more of the shop floor. the design of these more intimate quarters look to culture icons like jean paul goude and lanvin. the male dressing rooms and suites are fashioned after fictional icons like the 'saville row' man and the 'military man'. the dressing rooms are interconnected to a living room space which is outfitted with a TV and sofa accompanying family members and friends.



the drawing room
Image © ruy telveira



left: the drawing room
right: tamara de lempicka room
Image © ruy telveira



left: selfridges room
right: the library
Image © ruy telveira



left: grace jones room
right: lanvin room
Image © ruy telveira



left: reception
right: saville road room
Image © ruy tetelra



left: the library
right: white shirt room
Image © ruy tetelra



left: military man room
right: the nude room
Image © ruy telveira



the marble bar
Image © ruy telveira

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