

THE NEW LANDSCAPES
OF PERSONAL AND VIP
SHOPPING AT

Selfridges

Waldo Works redesigns Selfridges Personal Shopping creating an intimate and rarefied world: The new landscape of luxury retail

London based Waldo Works redefines the landscape of luxury retail by creating a new world of Personal Shopping at London’s Selfridges; one of privacy and intimacy, yet cleverly layered with rich character.

Waldo Works, an architectural and interior design studio, are widely known for their modern British design combined with a modern sense of wit. For Personal Shopping, the studio first looked towards the Selfridges, renowned for its energy and innovative approach to retail, which they then translated into design.

THE CONCEPT

From this, the studio then explored the idea of the Selfridges Woman; glamorous, headstrong, and individual. Waldo Works were drawn to the female icons of the Twentieth century to express the essence of the store. From Tamara de Lempicka, the 1920s siren, to Grace Jones - women who epitomise the spirit of the brand. Like an apartment, the area has a series of private rooms – 7 dressing rooms and two VIP suites - that feed off the central salon, inspired by the ‘all white drawing room’ avant-garde 1920’s design legend Syrie Maugham’s Chelsea

Home. Maugham, a pioneer of the future, rejected the shackles of the time and stood for freedom, filling spaces with light, mirrors and laughter; they were places to have fun. Referencing her layered approach to creating an all white environment, Waldo Works introduces the connection to the dressing rooms by bleeding colour to the edges of the space.

Tom Bartlett says, “Selfridges asked us to completely remodel the Personal Shopping area to create an inviting, yet functional environment, a rarefied experience; a space in which shoppers can relax and indulge themselves.



The Yellow Selfridges room



The Personal Shopping salon



*VIP room
influenced by Tamara de Lempicka*

We were granted a level of freedom that allowed us to do everything from including a library to selecting the art – a rare luxury for a commercial project. We pride ourselves in our commitment and attention to detail, something that we felt mirrors the impeccable service of the Selfridges Personal Shopping team.”

THE PERSONAL SHOPPING SALON

Enter through the reception, the walls are upholstered in braided blue flannel. Specially commissioned illustrations by Tanya Ling, who crosses the boundaries of art and design, and a fashion maven in her own right, set the scene. The focal point of Personal Shopping is the salon, of almost 5000 square feet, which is visually organised into separate enclaves; a bar, library and drawing room. Like a luxurious and comfortable home, the space allows a level of privacy for each individual, yet has the feeling of

being part of a special club. The salon is furnished in sumptuous velvet – a lair for elegant lounging with an air of calm and discretion. Here, customers are looked after by the Selfridges multi-lingual team of fashion experts. From this central heart, the muted grey velvets bleed to colour at the edges of the space, making a connection to the personal dressing rooms, each with their own colourful personality. Bespoke elements include tables in amber and amethyst and rugs, like artworks in themselves, custom made by Christopher Farr. All rooms feature art from the Selfridges’ own collection of collaborations with provocative artists; such as Tracey Emin and Marc Quinn, and, from the archive; photographs that chart the extraordinary mix of visitors to the store such as the Dame Edna to John Lennon and Yoko Ono. Waldo Works injected colour and a distinct life into each dressing room – the materials and furniture reflecting the

character of each cultural icon. Alannah Weston comments, “I chose Tom for the Personal Shopping project because I wanted a domestic, yet elegant feeling for the space. He is brilliant at layering unexpected objects and providing mixture of furniture styles, so that it looks like the contents of a room have been collected rather than designed.”

THE DRESSING ROOMS AND VIP

The VIP room is influenced by Tamara de Lempicka, the roaring 1920’s flapper representing one of the first empowered women; rich, glamorous and unafraid of revealing their sexuality. Lempicka’s infamous ‘Self portrait in the green Bugatti’, 1925 is celebrated in the colours of the room, notable on the Fromental silk wallpaper in tones of celadon. The materiality of the era is translated in brushed oak, jade green veneers, nickel and Michael Anastassiades’s onyx urn lamps.

The dressing room attributed to Jean Paul Goude, who in his muse of Grace Jones, exemplifies her graphic strength and boldness, the room is black and white, including an 80s ‘power chair’, the Le Corbusier LC in gunmetal grey and chrome. ‘The White Room’ is inspired by the unkempt beauty of a girlfriend or wife who nonchalantly pulls on her partner’s white shirt. The raw and pared back feeling is continued in the quilted white curtaining stitched with blanket edging and side tables in petrified wood.

A further dressing room in homage to Jeanne Lanvin, the hugely influential designer of the 1920s, noted for designing mother-daughter outfits, is fitted out in powder blue paintwork and silk, with Marianna Kennedy plaster lamps. The Yellow Selfridges room plays on the brand’s immediately identifiable colour. The grey mohair velvet curtains, daringly expose the yellow silk lining. It’s a home for the Selfridges girl who with characteristic London style is nonconformist and confident to layer different styles and labels. Not just for women, there are two dressing rooms that cater for men – albeit men that are a woman’s caricature of men. First, the Military Man kitted out in Danish military cloth upholstery and the second, the suite for the Saville Row man – the alpha male – manifested in the striped suiting of the sofa, a Classicon orbis chrome desk lamp and a library chair in Scottish tweed.



PRACTICE PROFILE

London based architectural and design studio Waldo Works is known for their modern British design combined with a sense of wit. With the collective experience of founder Tom Bartlett and partners Sasha von Meister, and Andrew Treverton, the studio translates brand

identity into engaging design concepts and livable environments. Connected to the heritage of a place, be it architecture, former use, or materiality, the studio is very much tied into the present. Dynamic and modern in their approach, the intelligence lies in taking the existing and skewing it, whether in proportion, or the juxtaposition of old and new. Waldo Works are respectful yet irreverent, with a sense of playfulness that ensures everything functional is beautiful, and makes the ordinary become extra-

ordinary. Working internationally on projects large and small, commercial and private, the in-house team of architects and designers deliver a fully integrated design and project management service. For commercial projects, Waldo Works translate the client's brand values into a design identity. The practice's portfolio spans international retail, private residential, restaurants and bars, including clients such as Garrard, and cult brand PPQ.

www.waldoworks.com

ABOUT SELFRIDGES

The business was founded by American entrepreneur Harry Gordon Selfridge in 1909 and was widely regarded as the first and best example of a modern department store. Gordon Selfridge ran the store himself until he retired in 1940. After several ownerships the company was demerged from the Sears Group in 1998 and floated on the London Stock Exchange. In 2003 W. Galen Weston purchased Selfridges and under his ownership Selfridges has become a unique UK destination for fashion, luxury and retail theatre known for its world-class yet egalitarian customer approach. In June 2010 Selfridges was named Best Department Store in the World by the IGDS (Intercontinental Group of Department Stores) and the IADS (International Association of Department Stores), a title Selfridges holds until June 2012. Selfridges has four stores in London, Birmingham and Manchester (Trafford Centre, Exchange Square) and an online store delivering within the UK.

www.selfridges.com



Respectful to the heritage of the brand, Waldo Works orchestrates an all-encompassing customer experience of serious shopping in a playful and living environment. From the customer journey through the space, Waldo Works ensures that every detail of the architectural frame through to bespoke furniture completes the story. It's modern luxury which is closely connected to the personality of Selfridges.



The White Room



Dressing room attributed to Jean Paul Goude

Dressing room in homage to Jeanne Lanvin