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A PEARL OF LUXURY

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11. The wall in the book room is a special collection of Smythson's items with the same design as the paper-covered glass.

12. The wall in the book room is a special collection of Smythson's items with the same design as the paper-covered glass.

13. The bookcase in the book room is a special collection of Smythson's items with the same design as the paper-covered glass.

14. The wall in the book room is a special collection of Smythson's items with the same design as the paper-covered glass.

## SMYTHSON, LONDON

The name Smythson embodies the true sense of British style and elegance. After a complete redesign from V&A's Works, the flagship store on New Bond Street in London now exudes a style that is perfectly mixed with modernity. Now a world of organization, thought, engagement and passion, the store is truly British to the core and the updated space begins the preservation of the brand's legacy. Smythson is renowned for its loyalty to tradition, however the London based newly designed store combines furnishings and architecture that reflects the brand's identity. In the updated venue the 1962-63 interior, previously created by Raymond Erith, has been preserved and protected. Clients enter the store through the grand gallery where the ornate ceiling details and traditional materials give a complete sense of permanence and clear depth of space. Set within a surround of turned iron railings, while highly engaged light fixtures and fittings have been wanted to act as a clear juxtaposition of the historical work. There are a series of areas within the store which act as a homage to the work of Raymond Erith, the perfect backdrop to the highly paced exotic handbags and shoes. Down using steps to the lower level, the store is the stationery where the room's walls have been papered with the brand's blue paper. Such attention to detail only goes to show that every inch of the renovation has been left untouched.

