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MAGAZINE

THE NEW MOOD

Of Fashion

COFFEE TABLE TOMES, CATHERINE WALKER,
FYODOR GOLAN, JADE JAGGER, DANDIES
& THE BRITISH FASHION COUNCIL



To the
Vault

Creating the perfect wardrobe can take a lifetime of effort. *GEMMA TAYLOR* meets the design and technology experts who are taking the stress out of style icon-worthy storage for all your treasured items ►

► **HAVING A WARDROBE** that conjured up the perfect outfit was, until now, a sci-fi dream only seen in movies such as *Clueless*, where a digitised cupboard produces flawless clothing combinations daily. But that's changing, now that companies such as Vault Couture are creating ground-breaking archiving technology to take the stress out of storage and leading designers are making shopping experiences more like a relaxing trip to a spa.

Tom Bartlett, interior designer and director of studio Waldo Works, designed Selfridges' personal shopping area, where those spending a minimum of £2,000 can consult a stylist and try clothes on in luxury surroundings. Tom was inspired by the depth of knowledge the style consultants had and based the rooms around strong women. Even the men's zone is centred on women's ideas of men, including rooms called Army Man and Savile Row Man. "When designing an environment where shoppers are making that first connection with an item, I want it to be a memorable and characterful experience. The lamps are inspired by Grace Jones' hats." Tom started his company because he was fed up of his architecture being ruined by interiors people: "Architects are scared of cushions and interiors people are too stupid to be scared. You've got to be able to deal with plumbing and piping of cushions. Michelangelo was an interiors man and an architect," he says.

For many shopaholics, inspiration in the changing room leads to space issues in the home and for frequent travellers, garment organisation can become a military operation. Monunissa Shodieva, founder of Vault Couture, has homes all over the world and needed a fully comprehensive concierge service, including anything and everything from colour co-ordinating for working women to seasonally organising mother and daughter pairs, including styling services, private shipping, and seamstresses. Clients store their clothes collections in the climate-controlled "vault" and browse them online from anywhere in the world, requesting an immediate delivery of items at the touch of a button.

Ruth Sapir-Barinstein, founder, and Olesya Sanchez, managing director, have found people de-stress when they move the weight of their collections to a remote archive. "Surprisingly, ten per cent of our clientele are men and they're even more demanding than the women. We never say no and no task is too big. One man wanted his jacket buttons changed three times," reveals Olesya. This digital alternative to painstakingly filing Polaroid pictures costs £2.50 per item and includes a personal stylist who will comment on your requested outfits and make suggestions, so like Alicia Silverstone, you never leave the house looking anything but your best. ■

waldoworks.com
vaultcouture.com



FASHION AT YOUR FINGERTIPS

Browse an entire lifetime's worth of clothes simply using a laptop or iPad. Users can design an outfit by clicking 'choose an item' and then clicking 'match my garment', which will then bring up all the pieces the user owns that will go with it perfectly. The site also contains a virtual boutique, open to everyone, where Vault Couture members can buy and sell any pre-loved Temperley dresses or Gucci bags. The company's team of 15 photographers, seamstresses, drivers and security guards keep these clothes good as new, safe from harm and accessible from anywhere in the world, while delivery is always in person, on time, nicely packaged and in a perfect condition. For the person who has everything, this could be the perfect gift.

