

# 21<sup>ST</sup> CENTURY LUXURY

THE FUTURE OF SHOPPING FOR A NEW CONSUMER



Westfield London is the future of retailing. It takes the purity and indulgence of luxury and positions it as inclusive and accessible. The Village personifies this philosophy.

A mix and match of designer and high street names at Westfield London squarely reflects the democratisation of luxury that permeates the way people dress and shop now.

International designer brands have been seduced by the Westfield approach; many are breaking their self-imposed resistance to shopping centres.

The Village has changed their minds. It is an opulent, salon-style space within the main footprint of Westfield London, yet with a discernibly different character. The Village represents 25,000sq m of designer shopping over two floors.

Browse The Village and come face to face with the very same names and labels found in the world's most prestigious city boulevards: Via Montenapoleone in Milan, Avenue Montaigne in Paris or New York's Madison Avenue.

The attention to detail – the shimmering chandeliers, the inset stone flooring, and the pace of the meandering walkways – is breathtaking. A luminescent, pleated effect is created by the eight metre-high glass shop fronts, which appear to float above the floor.

And The Village more than complements the flagship design blueprints being set and exceeded by its brands.

Architect Michael Gabellini, of US practice Gabellini Sheppard, embraced the heritage of luxury retailing in London when formulating his ideas for The Village.

Gabellini Sheppard also drew on their experience with luxury names including Jil Sander and Giorgio Armani, and the award-winning Top of the Rock feature in New York's Rockefeller centre.

The result is a distinctive, tailored environment that boldly signals the next generation of glamorous, glorious designer shopping destinations.



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# SHOPPING IN A NEW LIGHT

21<sup>ST</sup> CENTURY SHOPPING FOR 21<sup>ST</sup> CENTURY SHOPPERS

**Westfield**  
LONDON

## EXCEPTIONAL BRANDS DOING EXCEPTIONAL THINGS

Retailers have been inspired to do something compelling, creative and extraordinary with their space.

Each is striving to evocatively tell their brand story to this ever more demanding audience.

Just as Westfield London itself is challenging the status quo in all aspects of its construct, so the partner brands are pushing the boundaries of their own businesses. The results are simply brilliant.

Dramatic lighting, arresting signage and quirky displays are some of the themes that will recur as you take tour of Westfield London's shopping.

Seek out tunnel entrances, overhead installations, staircases that appear to float...and how about a sculpture of laser-cut acrylic stilettos suspended in space?

Gorgeous details include metallic mosaic walls, delicate water features and stunning graphic treatments.

Now look out for full height retro photography; now pretty pink stars scattered across a wall. And who's that designing their interior to evoke a tropical rainforest? See here, you're walking on a floor made from recycled sneakers.

Hold it - here's a playground for sound; and here, a neat touch-screen consul where I can place my order and have it delivered later.

At every twist and turn, through each doorway, and glimpsed through every one of those staggeringly tall glass windows beckons a new treat.

This is retail as entertainment, shopping *and* theatre, design gone overboard. It's fun, fantastic and exceptionally good.



## NEW NAMES NEW IDEAS

Westfield London is a magnet for labels launching in the UK. Established fashion retailers from Spain, Turkey, the US, Italy and Australia are among those attracted by the fresh approach and compelling potential audience.

In total, retailers from at least 15 different countries are making their mark at Westfield London, and 80 per cent of shops specialise in fashion.

It will, significantly, be the place some top international labels choose to open their first brand-dedicated shops. The willingness of these companies to take such a bold step is testament to Westfield's reputation as a pioneer in sophisticated, targeted and well-managed shopping environments.

And many more names, some fashion, but also home and sports specialists, beauty and lifestyle concepts are using the opening of this shopping mecca as the chance to re-launch, showcase a mould-breaking store design or unveil a new collection.

Westfield London is about inspiring retailers to be innovative, different and brave, in whatever form that may take.