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## VIVIENNE WESTWOOD LAUNCHES A BRAND NEW INTERIOR

FOR HER SHOP AT 6, DAVIES STREET, LONDON W1

The interior of Vivienne Westwood's Mayfair store has just received a complete transformation. It will open its doors to selected press and customers with an opening party scheduled to take place during London Fashion Week (Friday 9th October from 7.30 pm to 9.30 pm).

The new decoration - a collaboration between Westwood, her design assistant Andreas Kronthaler, and leading architect David Connor - has taken a total of three months from initial planning to final completion. The idea, however, was always something on the Westwood agenda. As Vivienne says: "When we originally did the shop we did it in hurry. I always knew I would re-design the decoration."

Westwood has kept the ideas that she was happy about. There are, however, certain features that she has seen fit to remain unchanged. "I was only happy with the neon orb lights and the reproduction to infinity created by facing wall mirrors. Also, the structure of the shop front." she comments.

Following discussions with Brad Branson (photographer of the official Vivienne Westwood portraits for 1992), the visual impact of the "blown-up" image became a major feature in the design of the shop. "I always love to display photographic images," she says, "and the idea of giant-size photographs interested me. I wanted it to appear like a studio for shooting a film." Thus, blow-ups of Westwood images appear stretched onto canvas, to display past and present publicity.

This blow-up technique is used as "trompe l'oeil" and adds to the suggestion that the shop might be a movie set. This feeling can also be found downstairs, in the ladies department, where an intimate corner has been set aside for Mae West to relax with a technician !

Portable rails belong to the wardrobe department. Everything is movable and can be reproduced. The portability of all the shop features relates to another Westwood innovation, that of the temporary shop (Westwood's temporary shop in Conduit Street will now remain open until Christmas). The movable features of 6, Davies Street allow the opportunity of expanding into other premises on either a temporary or permanent basis. Vivienne concludes: "My shop in Davies Street will be a nucleus from which we can duplicate other shops both in England and in Europe."

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