

### Details

**Project:** Selfridges men's shoe department, London

**Client:** Selfridges

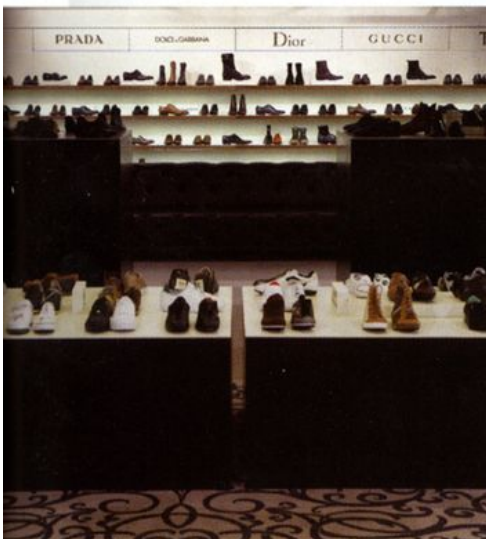
**Design consultant:**  
Found Associates  
www.foundassociates.com

**Programme:** Five months from start of design until completion, including five weeks of construction

**Size:** 430 sq m



# Sure footed



A prominently warm-grey colour palette and a choice of luxurious materials including oak and Corian make the space

What contains more than 20,000 shoes and 113 brands? Not Imelda Marcos's infamous wardrobe but the new men's shoes department at London's Selfridges department store.

Claimed to be the biggest shoe department in Europe, the 430sq m space may be next to the futuristic Men's Superbrands on the store's first floor, but its aesthetic is a world away.

Design consultant Found Associates was given the demanding brief of creating an environment that would not only house an enormous range of footwear but also appeal to a broad customer base, extolling values of tradition, heritage and customer service. The resulting concept is inspired by the ambience of a gentlemen's club, with Chesterfield sofas and wall panelling in oak.

Found Associates used a restrained colour palette in luxurious materials, with predominant warm-grey tones complementing oak, tortoiseshell, ivory Corian and bronze detailing. Other features include a bespoke woven carpet with a patterned runner, and parchment lampshades.

Selfridges' classical architecture was a further inspiration; the spatial layout was based on the building's original grid, and columns and beams were reinstated to create a formal setting for the furniture elements and products on sale. Shoes are displayed on a brightly lit ivory background. 'Our view is that small products work better on a well-lit, simple white background,' explains Richard Found. Behind the scenes, the stockroom features rolling storage to maximise the use of a small space **FX**

