

Ports 1961 London

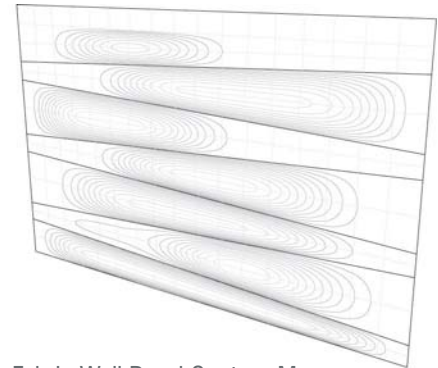


Concept Renderings

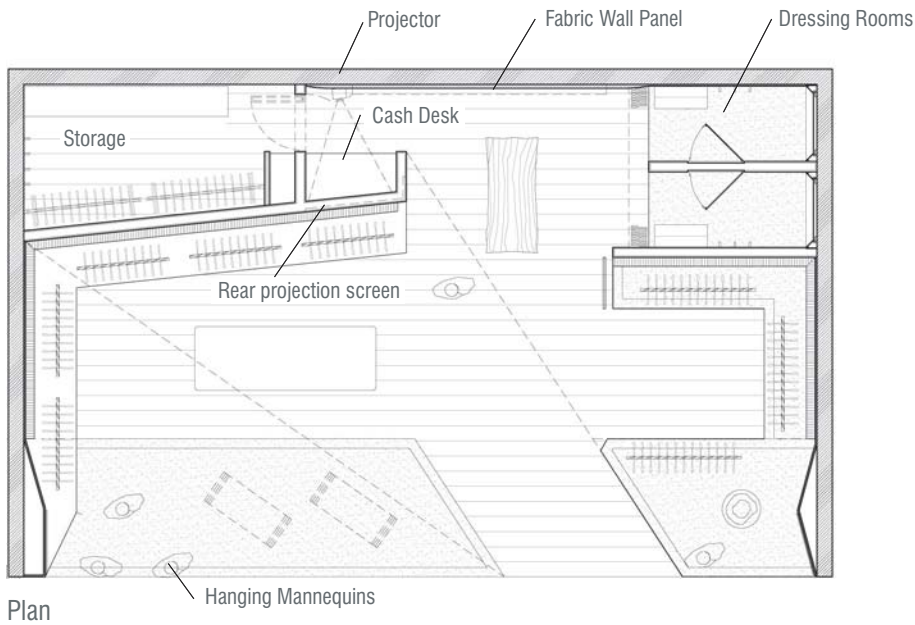
The first London store for Ports 1961 is located within the Harvey Nichols department store. The small space sits alongside one of the store's thoroughfares. The intent was to provide the maximum visual impact as a backdrop for the sale items. Ports' signature use of walnut plank flooring was translated into a three-dimensional wood surface that wraps the floor, wall, and ceiling, creating a 'cat-walk' trajectory into the space, with a glass rear projection screen as the focal point. The wood surface is held off of a custom fabric wrapped wall panel at the rear of spaces, and separated from the ceiling by light coves, to enhance its' object quality.



Dressing Rooms



Fabric Wall Panel Contour Map



Details developed for the new London store include:

-A custom fabric wrapped wall panel stitched from fabric from the Ports 1961 collection.

-Dressing rooms with custom designed mirrors, including a swing-out mirror that sits flush with the wall and can be used for a back-view.

-Hanging mannequins custom fabricated for the store.

-Rear projection screen for display of Ports 1961 runway shows.