

The Yard Creative develops store concept for Italian fashion brand

London-based design studio The Yard Creative has been working with Italian fashion designer David Mayer Naman on a new store environment for the expanding Paul Taylor brand. The brief was to create a new store concept that reflects the classical Italian menswear brand, as well as improve visual merchandising opportunities to help increase sales.

The stores, according to Steve James-Royle, creative director at The Yard Creative, have been designed to feel like a stylish Italian walk-in wardrobe: 'It exudes homely warmth combined with an edge of desire and ambition,' he says. 'By selecting classic Italian furniture, rich timbers and combining them with modern, slick lines, the outcome is an eye-catching environment with strong visual merchandising and a relaxing mood.'

The first store opened in Cyprus at the end of 2009, followed by a second store in Rome. Trophee Retail (parent company to Paul Taylor and David Mayer Naman) is now seeking a 100 sq m retail site in London's West End to further its expansion in to the UK. **Rf**

