



JULY 2012

LEE BROOM DESIGNS LONDON FLAGSHIP RETAIL STORE

CRITICALLY ACCLAIMED PRODUCT AND INTERIOR DESIGNER LEE BROOM HAS COLLABORATED WITH HIGH STREET RETAILER COAST TO DESIGN THEIR FIRST FLAGSHIP STORE ON LONDON'S OXFORD STREET, WHICH OPENED ON 28 JUNE 2012.

BROOM, WHO PREVIOUSLY WORKED WITH VIVIENNE WESTWOOD, WAS APPOINTED AT A PIVOTAL AND EXCITING TIME IN THE CREATIVE DEVELOPMENT OF THE BRAND. HE HAS CREATED A FRESH NEW CONCEPT WHILST CAPTURING THE ESSENCE OF COAST, ENABLING SHOPPERS TO ADMIRE AND BROWSE COLLECTIONS IN A CLASSIC, ELEGANT AND UNRUSHED ENVIRONMENT.

IN DEVELOPING ALL ASPECTS OF THE INTERIOR FOR THE 4000 SQUARE FOOT FLAGSHIP STORE, BROOM DRAWS ON HIS SIGNATURE STYLE OF CREATING SPACES WITH A SENSE OF DRAMA AND ESCAPISM. BROOM SAYS, "IT HAS BEEN INSPIRING TO DRAW ON MY FASHION BACKGROUND AND I'VE ENJOYED THE CHALLENGE OF CREATING AN UNRIVALLED SHOPPING DESTINATION ON SUCH AN ICONIC LONDON STREET. FOCUSING ON THE CUSTOMER EXPERIENCE AS WELL AS THE AESTHETIC EXPERIENCE WAS THOUGHT-PROVOKING AND CHALLENGED THE DESIGN PROCESS, WHICH I'VE FOUND VERY STIMULATING. I BELIEVE I'VE CREATED A SPACE WHICH TRULY REFLECTS THE BRANDS ETHOS, WHICH IS ABOUT TIMELESS, ELEGANT LOOKS. OF COURSE, THERE ARE SOME VERY CONTEMPORARY TWISTS INCLUDED TOO."



THE SPACE FEATURES SIGNATURE PIECES FROM BROOM'S COLLECTIONS. THE DECANTERLIGHTS ARE INTEGRATED AND ADAPTED TO FEATURE SILVER FITTINGS INSTEAD OF THE STANDARD GOLD. BESPOKE FABRIC ON THE SALON ARMCHAIRS, COMPLEMENT THE STORE'S COLOUR PALLET, DEVELOPED BY BROOM, WHICH IS A MIX OF DUSKY PINKS, SOFT WHITE AND GREYS. BROOM SAYS, "THE COLOUR PALLET IS SIMPLE TO ENHANCE THE CLOTHING; IT IS CONTEMPORARY AND UNDERSTATED."

CUSTOMERS ENTER THE STORE THROUGH TWO LARGE ILLUMINATED FRAMES, WHICH THEN GUIDE THE SHOPPER DOWN AN IMPRESSIVE LIT MARBLE STAIRCASE.

THE SPACE IS DOMINATED BY OVERSIZED MİRRORED PANELS WHICH FRAME THE COLLECTIONS AND ILLUMINATE THE SPACE CREATING A SENSE OF GRANDEUR.

BROOM'S CONCEPT IS SOPHISTICATED AND MODERN, WHILST GIVING A NOD TO TRADITIONAL ARCHITECTURE. THE LAYOUT COMPLEMENTS COAST'S BOLD AND COLOURFUL DESIGNS, AS WELL AS PROVIDES AN INTERACTIVE SPACE WHICH INSPIRES AND ENGAGES WHILST OFFERING CUSTOMERS ROOM TO RELAX AND BROWSE AT THEIR LEISURE.

ABOUT LEE BROOM

LEE BROOM FOUNDED HIS COMPANY FIVE YEARS AGO AND HAS SINCE GONE ON TO BECOME ONE OF THE UK'S LEADING PRODUCT AND INTERIOR DESIGNERS. IN HIS CAREER TO DATE, BROOM HAS LAUNCHED FIVE FURNITURE AND LIGHTING COLLECTIONS, DESIGNED OVER 40 RETAIL, RESTAURANT AND BAR INTERIORS AND HAS WON MORE THAN 17 AWARDS, INCLUDING THE 'DESIGNER OF THE YEAR' AT THE BRITISH DESIGN AWARDS IN NOVEMBER 2011.

BROOM DESIGNS, MANUFACTURES AND RETAILS HIS OWN COLLECTIONS, IN ADDITION TO COLLABORATING WITH LEADING BRANDS SUCH AS HEALS, DEADGOOD, BALLANTINES AND PHILIPS. THE IMPORTANCE OF THE MANUFACTURING PROCESS IS INTEGRAL TO BROOM'S PHILOSOPHY WITH ALL OF HIS UNIQUE CONTEMPORARY PIECES PRODUCED IN BRITAIN.

BROOM'S PRODUCTS ARE NOW RETAILED WORLDWIDE, INCLUDING SELFRIDGES, LIBERTY, LANE CRAWFORD, CONRAN, CHAPLINS, LE BON MARCHÉ AND OTHER RETAILERS GLOBALLY.

HIS INTERIOR PROJECTS HAVE RECEIVED MUCH CRITICAL ACCLAIM WITH HIS TOPMAN PERSONAL SHOPPING SUITE BEING NOMINATED FOR A BRITISH DESIGN AWARD IN 2011.

ABOUT COAST

COAST LONDON, THE ULTIMATE OCCASIONWEAR DESTINATION, HAS BUILT A STRONG REPUTATION FOR OFFERING BEAUTIFULLY CRAFTED COLLECTIONS FOR ALL THOSE SPECIAL OCCASIONS IN YOUR LIFE.

TODAY COAST OFFERS A MULTI-CHANNEL CUSTOMER EXPERIENCE WITH A PORTFOLIO THAT INCLUDES 350 STORES, IN THE UK, EUROPE, MIDDLE EAST, FAR EAST AND AUSTRALIA.

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