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NEWS

Monsoon season brings an eclectic mix to west London

Monsoon has embarked on providing more individual store formats with the launch of a 'boutique store' on London's Westbourne Grove by design group Project Orange.

Situated in a Grade II listed building, the 144 sq m store aims for an individual interior tailored to its West London audience. Key features include eclectic wallpaper designs, rustic oak flooring and bespoke furniture. The palette for the interior combines soft pinks, mauve and grey with bright red. Wallpapers and textiles introduce a layer of patterning.

"There are many quirky, personal touches that make this store feel both special and individual," says Project Orange director James Soane.



The Monsoon brand was founded in 1973 with its first store in London's Knightsbridge. The original focus was clothes with an ethnic origin

from faraway places, including unusual dresses from Afghanistan and countries en route. The business now encompasses accessories, home, babywear, menswear and girls and boyswear.

Monsoon has expanded rapidly from its London base. Today there are over 388 Monsoon and sister brand Accessorize stores throughout the UK and Eire.

"Our new store perfectly captures the bohemian spirit of Monsoon," says Monsoon Accessorize chairman Peter Simon. "It is important that the brands constantly evolve and this new store design demonstrates how we are moving the brands forward without losing their true appeal."