

brand



# Wear it well

Sam Visser takes a walk around London's ultimate jeanswear destination

Levi Strauss & Co

Jeans and clothing

Invented in 1873 by Levi Strauss & Co., Levi's Jeans are the original, authentic jeans. The Levi's brand epitomises classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's jeans have become some of the most recognizable and widely imitated clothing in the world, capturing the imagination and loyalty of generations of diverse individuals in over 110 countries. Today, the Levi's brand portfolio continues to evolve through relentless innovation and a know-how that is unparalleled in the apparel industry. Our aspiration is to create outstanding denim jeans, casual clothing and accessories that allow individuals to express their personality.

Company

Product

Company background

Levi's has re-launched its UK Flagship store on Regent Street, providing visitors with a complete brand experience. A demonstration of craftsmanship and factory-inspired architectural design, the store is set to both inspire and engage customers as they are taken on a journey through the origins of denim and the brand's evolution whilst offering a unique and personalised way to buy jeanswear.

Having invented the jean in 1873, Levi's has continued to evolve the category throughout the decades. The brand's rich heritage and inventiveness sets it apart. The re-crafted flagship store is designed to demystify what makes one pair of Levi's distinctly different from another - and that of its competitors - whilst easing the buying process for customers.

The store is designed as a journey through an artisan's working environment and starts as you step off the street into a 'courtyard', an open, exhibition-like space. With a whitewashed ceiling and reclaimed brick walls it provides a light and airy entrance to the store. This transition space is called 'Origin' and forms the opening 80sqm of the store.

This space is reserved purely for curation of craft and will showcase everything from exclusive product collaborations to art exhibitions.

Through two sets of huge factory doors, visitors enter the main body of the store where latest collections will be displayed. There is a clean and industrial look and feel, reflective of a workshop or factory. The design of the central floor displays provide a contemporary execution of haberdasher's counter, yet the materials and method of construction - a metal framework - with a cream stove enamelled finish and Georgian wired glass panels, provide an industrial twist.

More product is showcased on the lower level displays; here metal palettes, with stacked oak blocks give the feel of a factory loading bay.

**"Levi's has continued to evolve the category throughout the decades"**



Supplemented with mannequins, which are used in abundance around the store, these displays tell key product stories along with oak and bonded glass display cases for accessories. Around the perimeter rolling racks and shelving display hanging and folded product, whilst seasonal campaign imagery and duck canvas frames presenting key products, punctuate the stockholding space at high level.

A contemporary staircase leads down to the basement and features backlit glass risers with Levi's 'XX' laser cut into each tread. The 'XX' was the original mark representing the highest quality denim produced for Levi's by the Cone Mills factory - here it provides both a practical and textural detail. Alongside the stairwell is the basement gallery wall exhibit. Spanning five metres, this display is inspired by glass fronted storage cabinets, and uses a repetition of components required in the creation of Levi's jeans.

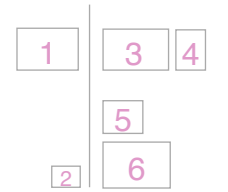
From here visitors will come face to face with a genuine vintage



**"The level of detail in the store design is purposeful and entirely relevant only to Levi's"**



brand



In the jeans | 1. View of the ground floor. 2. The cash desk. 3. 'Origin' is a transition space that forms the opening of the store. 4. 501 Warehouse. 5. Fitting rooms. 6. Basement inspection room.

product display. An original 201 Jean from the 1920's is displayed, securely encased in glass and set against a backdrop of tailor's patterns. These jeans are on loan from Levi's San Francisco archives and provide the ultimate reminder of the brand's distinguished longevity. The display also acts as a visual signpost to the adjacent Levi's Vintage Clothing collection.

At the end of an imposing five metre long cash desk that follows to the back of the store is the 501 Jeans warehouse. The warehouse is separated from the store by floor to ceiling glazing and has been designed with a mirrored back wall to give the impression of a seemingly never ending 501 Jeans vault. Here, customers will find a staggering 22 different washes of the original button fly jean, with the 501 Jeans table to the centre floor presenting the most popular in an easy to shop display.

The basement also houses the 'Inspection Room', which is split into zones allowing customers to shop by either fit or finish. To the front of the basement area is a staircase which spans the width of the store and leads up to the fitting rooms.

In the fitting rooms, walls are crafted with duck canvas, a reproduction of the original canvas used by Levi Strauss in the 19th Century. Changing room doors are scaled versions of the heavyweight industrial doors found at the entrance to the store, suggesting industrial purpose and quality. Alongside the fitting rooms a display of vintage weaver's shuttles pays a subtle homage to the brand's craft and roots.

"The store succeeds in creating an environment that not only connects the brand with its craft based roots, but also opens up the brand's creativity in denim, in a way that makes it easy to shop and interact with the product. We feel that the origin gallery space at the front of the store contrasts so well with the 501 'warehouse' downstairs to further emphasise this creativity and authority in denim. The level of detail in the store design is purposeful and entirely relevant only to Levi's, from the use of 'duck canvas', to the 'xx' expressed throughout the store in subtle ways in the architecture and furniture," says Jeff Kindleysides, founder of Checkland Kindleysides, the design consultancy responsible for the store's design. |