



Press Release

Today the Regent Street and RIBA fashion & architecture windows were revealed

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Today the Regent Street and RIBA fashion & architecture windows were revealed after the overnight installation by the 15 architects. The fifteen captivating window installations bring some of the best architect practices and fashion brands together. The project celebrates and showcases London's architectural creative talent in an accessible format and forms part of the London Design Festival as well as coinciding with London Fashion Week.

This is the fifth year that the Regent Street Windows Project has matched the exceptional RIBA architects with top flagship retailers, including Hackett, Hobbs, GANT and Aquascutum, to create inspiring architectural installations in the windows of shops, making architectural design accessible for all to see.

The collection of installations see fifteen architecture practices reinvent the shop window in fifteen unique ways to form an outdoor exhibition, which will be seen by Regent Street's 1 million plus visitors per week. From rolling clouds to molded mannequins; clattering destination boards to recast wine bottles, the windows of fashion retailers, jewellery stores, skincare boutiques, perfumeries, restaurants and cafes on Regent Street have been transformed to feature architectural installations that reflect the brand and engage with shoppers.

Other retailers that are taking part include, TOPSHOP, Brooks Brothers, illy, Jack Spade, Karen Millen, Longchamp, Banana Republic, L'Occitane, Penhaligon's and Folli Follie. The collaboration between GANT and Sybarite Architects draws inspiration from both the brand's heritage as well as the hull of a boat to create a sculptural display that the shoppers of Regent Street will be sure not to miss. Aquascutum's window created by the all-female practice, vPPR Architects, features a spectacular display of moving clouds, which acts as a dramatic backdrop for Aquascutum's iconic trench coats. The display celebrates the typical weather of Britain and coordinates with Aquascutum's latest season's colours.

Hackett's window display designed by Jeremy Tate Architects is based on the traditional timber and ribbon children's toy, Jacob's Ladder. The moving window display produces two large cascading pixelated collages, a dancing, glittering image to catch the attention of shoppers as they pass by on Regent Street. Donald Insall Associates have collaborated with Hobbs in order to create an installation, which responds to both Regent Street's rich history and modern regeneration.

Tamsie Thomson, Director of the RIBA's London Region, said: "Regent Street sees huge footfall with over one million people each week. We're delighted to be giving such exposure to some of London's most respected and imaginative architects, while adding a new cultural element to the shopping experience."

Regent Street continues to build on its reputation as one of the ultimate shopping and lifestyle destinations in the world, with global fashion brands flocking to set up a shop here. Other international flagship shops that have opened in Regent Street within the last year include Karl Lagerfeld, Michael Kors, Watches of Switzerland, and KIKO MAKE UP MILANO. With more coming soon including festival and street smart favourite, Hunter, famous for its wellingtons, due to open in Regent Street soon.

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