

CARHARTT STORE

Earlham Street, London, United Kingdom
2004

FUNCTION:
Store

CLIENT:
Edben Ltd

CONTRACT VALUE:
£280 thousand GBP

AREA:
285 m²

COST/m²:
£982 GBP/m²

With a total floor space of 285 sqm over two floors, the Carhartt store, Earlham Street, is much larger than its sister store on Neal Street, which we designed for the company in 1997. With greater exposure to the street than the original premises, the store is redolent of an expansive '80s New York loft conversion. The scheme retains the blankness and anonymity present in the original store, something which the owners of Carhartt and their customers value, and which has led to longevity in the previous shop.

For the fit out we developed bespoke furnishings (many of which are mobile) to permit flexibility of presentation of a large amount of stock. The interior is also technically well resourced with theft detection, air ventilation, an integrated music system and burglar alarm and flexible light tracks, with wiring carefully concealed in the ceiling. Fittings and technical installations sit within the existing rough and unfinished interior, giving a strange combination of order and visceralness.



Earlham Street shopfront



Shoe display



Concept model



Concept sketch



Old and new



Connection with the street