

IN-STORE

## Smythson celebrates strength, fragility of femininity with photography exhibit

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*Portrait of fashion designer Savannah Miller by Alistair Guy*

By STAFF REPORTS

British leather goods maker Smythson is paying homage to "Strong Women" with an exclusive in-store art exhibition.

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At its New Bond Street store in London, the brand is presenting the intimate portraiture of its friend Alistair Guy, which depicts famous figures in fashion, music and film. Transforming a boutique into a temporary museum can give consumers more reason to travel to a bricks-and-mortar location.

### In-store display

Mr. Guy's photography series was shot using real film and solely natural light. Adding a layer of authenticity and intimacy, a lot of the subjects were captured in their homes or places that hold meaning for them.

The inspiration for Strong Women came from model Daphne Selfe, who has had a 60-year career. To Mr. Guy, the supermodel embodies the idea of the strong woman, as she has a family and remains active.



*Behind-the-scenes image of Daphne Selfe and Alistair Guy*

"Women mentally are terribly strong but they are also fragile," Mr. Guy told Smythson. "I believe there is an incredible beauty in this dichotomy. The Strong Women project is a celebration of femininity as well as a celebration of each person and their character, their personality."

Personalities featured include Melanie Griffith, Tippi Hedren and artist/fashion icon Daphne Guinness.

Smythson shared a behind-the-scenes look at Mr. Guy's shoot as he interacts with the women in between shots.

*Smythson presents Strong Women by Alistair Guy*

Smythson's exhibit opened in London April 27 and will run through May 2. From there it will travel to the brand's newly opened Madison Avenue store in New York from May 4-8, timed to align with Frieze New York.

Adding a layer of retail theater, other brands have turned their boutiques into art galleries.

Swiss watchmaker Jaeger-LeCoultre explored the many facets of an actress' life through a photographic exhibit at its Madison Avenue boutique in New York.

"Two Worlds" showcased images of Canadian screen star Sarah Gadon wearing a Rendez-Vous watch as a constant, with photography by Caitlin Cronenberg reflecting both her old and new life in New York. This exhibit celebrated the ever-present nature of a timepiece, as it travels with the wearer through time ([see story](#)).

Smythson frequently teams with the art world to add new touches to its lifestyle products.

In 2014, the brand partnered with artist Quentin Jones on a collection of handbags, diaries and key chains bearing Ms. Jones' cartoon drawings.

The line of accessories launched exclusively online and in-store at Parisian concept boutique Colette, known for its quirky merchandise. Smythson was likely able to reach a younger audience with this collection, both through Ms. Jones' cutesy art and Colette's trendy consumers ([see story](#)).

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