

RETAIL

## British designer JW Anderson opens first flagship retail location worldwide in London's Soho

March 13, 2020



*The JW Anderson store in London's Soho district is the 12-year-old brand's first standalone retail location worldwide. Image courtesy and copyright of Johan Dehlin*

By LUXURY DAILY NEWS SERVICE

British designer JW Anderson has opened its first flagship store worldwide in London's trend Soho district, carrying the brand's entire line of fashionwear and accessories.

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The 1,300-square-foot store on the corner of Brewer and Wardour Streets was personally chosen by JW Anderson founder Jonathan Anderson, who also doubles up as creative director of LVMH-owned Spanish fashion house Loewe.

"Ever since I moved to London from Northern Ireland I have been in love with Soho," Mr. Anderson said in a statement. "There is an incredible energy in the area. It feels quintessentially London to me."

JW Anderson was founded in 2008. French luxury conglomerate LVMH has a minor stake in the company.



*Interior of the JW Anderson store in London's Soho. Image courtesy and copyright of Johan Dehlin*

#### Design by personality

JW Anderson is known for embracing and promoting diversity and queer culture via non-binary fashion.

Soho, with its local and tourist traffic, was the logical location for opening the brand's first flagship retail location, the company said.

The store will stock the complete range of JW Anderson products including menswear, womenswear, small leather goods, shoes, handbags, accessories and special collaboration products including Converse x JW Anderson. It will also retail the brand's recently debuted line for Moncler Genius.

Store design and aesthetics were key for Mr. Anderson.

Following their successful collaboration on the exhibition at Hepworth Gallery, "Disobedient Bodies," JW Anderson again partnered with architectural firm 6a to create a store that takes Soho as is and adds a contemporary twist.



*Street view from inside the JW Anderson store in London's Soho. Image courtesy and copyright of Johan Dehlin*

THE INTERIOR spaces of the two-floor location in the Victorian building are distinct.

The Wardour Street "shop" is a light and airy exhibition-like space with high ceilings, bright floors and modular aluminum shelving, showcasing special collaborations and projects from the brand.

The Brewer Street side mimics a Savile Row tailor's shop with faux wood veneer on the walls and furniture, cabinets featuring interior pops of color, brass trim and subtle JW Anderson anchor logo details. The lower level boasts thick cream-colored, fluffy carpeting surrounded by hanging fabrics in similar hues.

JW Anderson flagship London store in Soho. Open today, March 13th. Take a trip through London to visit us today and show us what you got! [#JWANDERSON](#) [pic.twitter.com/T6zleCV4Iz](https://pic.twitter.com/T6zleCV4Iz)  
JW ANDERSON (@JW\_ANDERSON) [March 13, 2020](#)

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