



case study

STRIKING RETAIL SPACE IN LIBERTY OF LONDON UNIFIES TWO ICONIC BRANDS TO CREATE A UNIQUE RETAIL EXPERIENCE



London Design Studio Special Projekt has created a unique retail space for luxury French Perfume House Diptyque in London's foremost department store Liberty London.

The vision for the design of the store was to unify the iconic Liberty and Diptyque brands in a highly designed space. Drawing heavily on the brand's design heritage they have created a special Diptyque retail experience which remains true to the brand proposition of discovery, creativity and distinction.

Influenced by the three founding partner's passion for design, art and constant drive to demonstrate creative expression, the design looks to capture the essence of this creative heritage, while positioning Diptyque as a luxury brand with innovative vision.

The focal point in the space is the product showcase created by merging the iconic 'Choriambe' fabric design of Diptyque founder Christiane Montarde-Gaurot and the signature 'needingworth' design from Liberty to create an inspiring and eye-catching design feature. Around 6000 pieces of Formica® High Pressure Laminate (HPL) in Storm, Pale Olive, Navy Blue, Hunter Green and Doeskin have been individually laser cut to replicate a stylised screen version of the 'Choriambe' design.

Fact file	
Client	Diptyque
Location	London
Designer	Special Projekt





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On the reverse of the screen the charming 'needingworth' pattern has been printed on HPL using the Formica® Bespoke laminate service. Hundreds of individually laser cut peep holes provide viewing points through the screens onto the mirrored back wall, reflecting the liberty design back at the viewer and into the space. The result is a fusion of two iconic designs to create a layered effect of reflective colour, pattern and texture throughout the space.

Used for its hard wearing and low maintenance qualities, Formica® HPL offers countless design options making it an excellent material choice for the retail environment. Where regular impact, abrasion and general wear are inevitable it maintains its appearance minimising costs of repair and replacement.

Christopher Robinson Creative Director of Special Projekt comments, "We are thrilled to have worked on such a spectacular project. Our vision for the design of the store was to unify the iconic Liberty and Diptyque brands in a highly designed space. We chose the Formica® product for its perfect choice of colour and flexibility to create bespoke studio designs. Its endless creative potential made it the ideal material of choice. Working with Diptyque is an endless process of discovery and creative expression, with a sensational

heritage and exceptional product range we have had the opportunity to creatively reflect the brand through this design platform."

Building on the special relationship between Liberty and Diptyque, fabric and wallpaper motifs were a central theme of the design. Additional design features in the space include beautifully crafted bespoke showcases on cabriole legs, clustered island tables and a bespoke chandelier made from 52 sandblasted mini Diptyque candle holders hung beneath a stunning distressed copper pressed tin ceiling. An 'objet 'd art' wall features lovingly restyled retro furniture and an artistic distressed hand painted mirror below and acid washed Diptyque copper logo all stand as an artistic tribute to the brand.

The Formica Bespoke laminate service facilitates virtually limitless, unique design captured in HPL. Customised images and eye-catching graphics encapsulated in laminate can be used to create bespoke furniture, feature wall coverings, cubicles, door skins, signage and much more. The Formica Bespoke service offers both screen-print and digital print solutions, to ensure the optimum replication of any design. It provides the ultimate flexibility allowing the designer to create a unique pattern or design, capture a photograph or corporate logo.

