



SEPTEMBER

2025

2025: the year so far.

Our view from the Studio.

A round-up of the most inspiring moments in Design this year so far, from the perspective of our Creative Studio team.

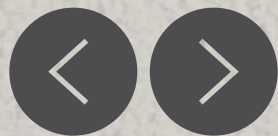
Let's begin.



Stories in design.

This collection is a curated look at the design projects that influenced our studio this year. It's a testament to the innovative work shaping the worlds of brand, retail, and hospitality. We selected these examples not just for their aesthetic merit, but for the way they redefine industry standards and inspire our team's creative practice.

Cover image:
Amouage Flagship SABCO Boutique



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1

The V&A East Storehouse

FUNCTION	A working museum store
LOCATION	Parkes Street, Queen Elizabeth Olympic Park, Hackney Wick, London, E20 3AX
LAUNCHED	31st May 2025
SELECTED BY	Andrea Robinett, Director of Creative & Strategy

The V&A East Storehouse images credit: D4R Team



“Redefining the role of cultural institution and curatorial gate-keep; revealing the secrets and complexity of behind the closed doors”

Andrea Robinett

DIRECTOR OF
CREATIVE & STRATEGY





Redefining the role of cultural institution and curatorial gate-keep; revealing the secrets and complexity of behind the closed doors, and in doing so humanising the people and processes that preserve our cultural heritage. This ground-breaking site presents an astonishing number of items up close and in reach, giving agency to the public- to explore, to engage, and to draw their own parallels and connections with our art and material culture.

In exposing otherwise hidden objects and the processes and work behind them with transparency, visitors are better able to understand their importance; finding their own interpretation and moment of connection by having the context made visible and tangible. The objects we discover become conversation starters, helping us make sense of where we've been and what may be next. By working alongside varied communities locally and globally, the museum is opening its spaces for discussions around colonialism, social mobility, class, and who has the right to decide what is culturally important. Visiting the V&A Storehouse East is an incredibly exciting, innovative, and surprisingly moving experience that made me fall in love with museums all over again.

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Andrea Robinett,
Director of Creative & Strategy





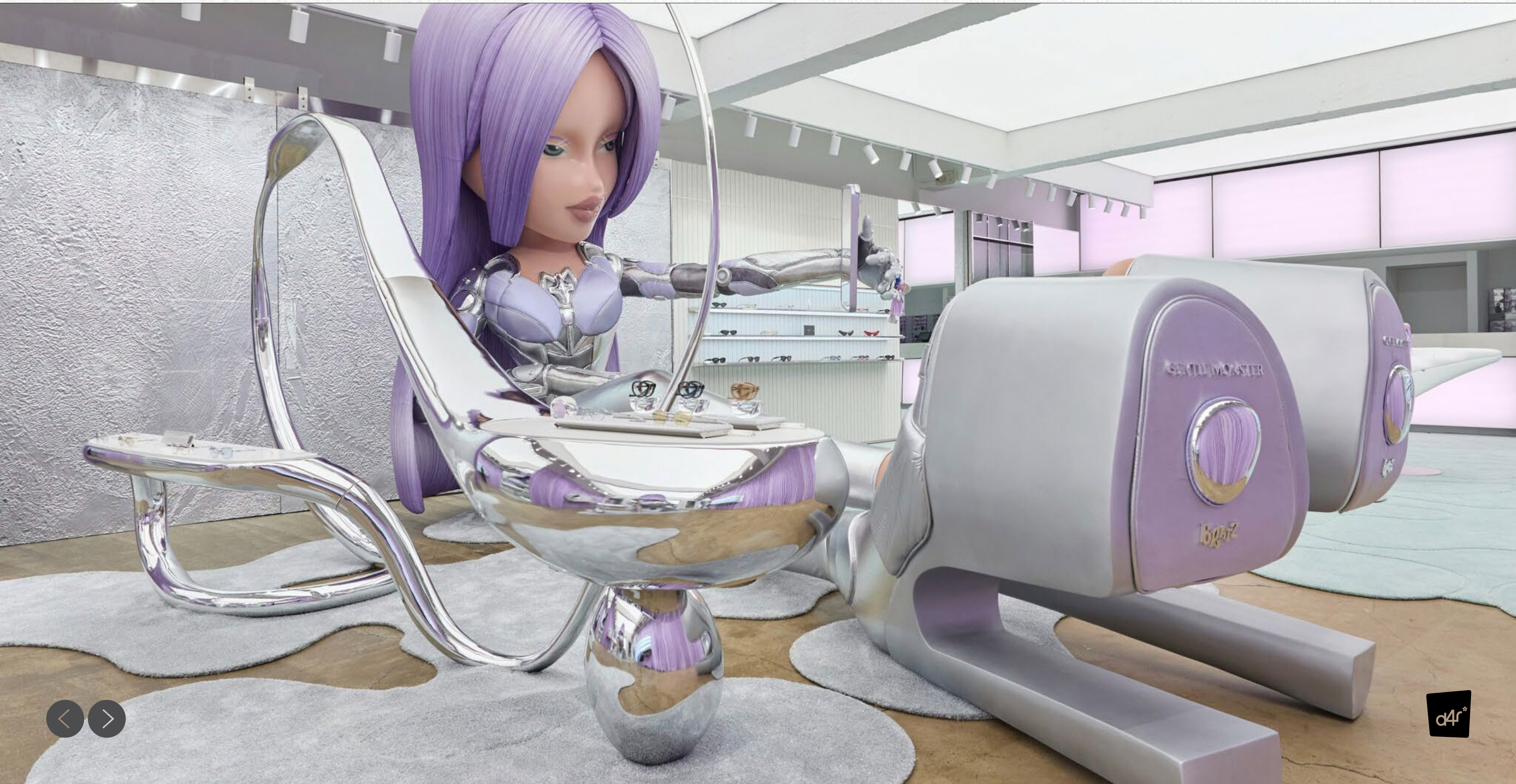
2

Gentle Monster X Bratz Collab

FUNCTION	Pop-up brand experience
LOCATION	8552 Melrose Avenue, West Hollywood, LA
LAUNCHED	30th May 2025
SELECTED BY	Ashley Roberts, 3D Designer

Gentle Monster X Bratz Collab images credit: <https://vmagazine.com/>







“I love the drama,
the nostalgia and
the hyper-realism.”

Ashley Roberts

3D DESIGNER

This collaboration just pulses with drama and attitude, brilliantly blending our nostalgia for the iconic dolls with Gentle Monster’s legendary boundary-pushing design. The campaign is a perfect, hyper-realistic dreamscape that takes a childhood memory and transforms it into something truly fantastic and futuristic.

This whole world is brought to life by the incredible use of scale, with colossal, show stopping dolls, one on the rooftop and another as the centrepiece of the product display, creating a huge sense of drama and total immersion.



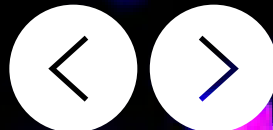


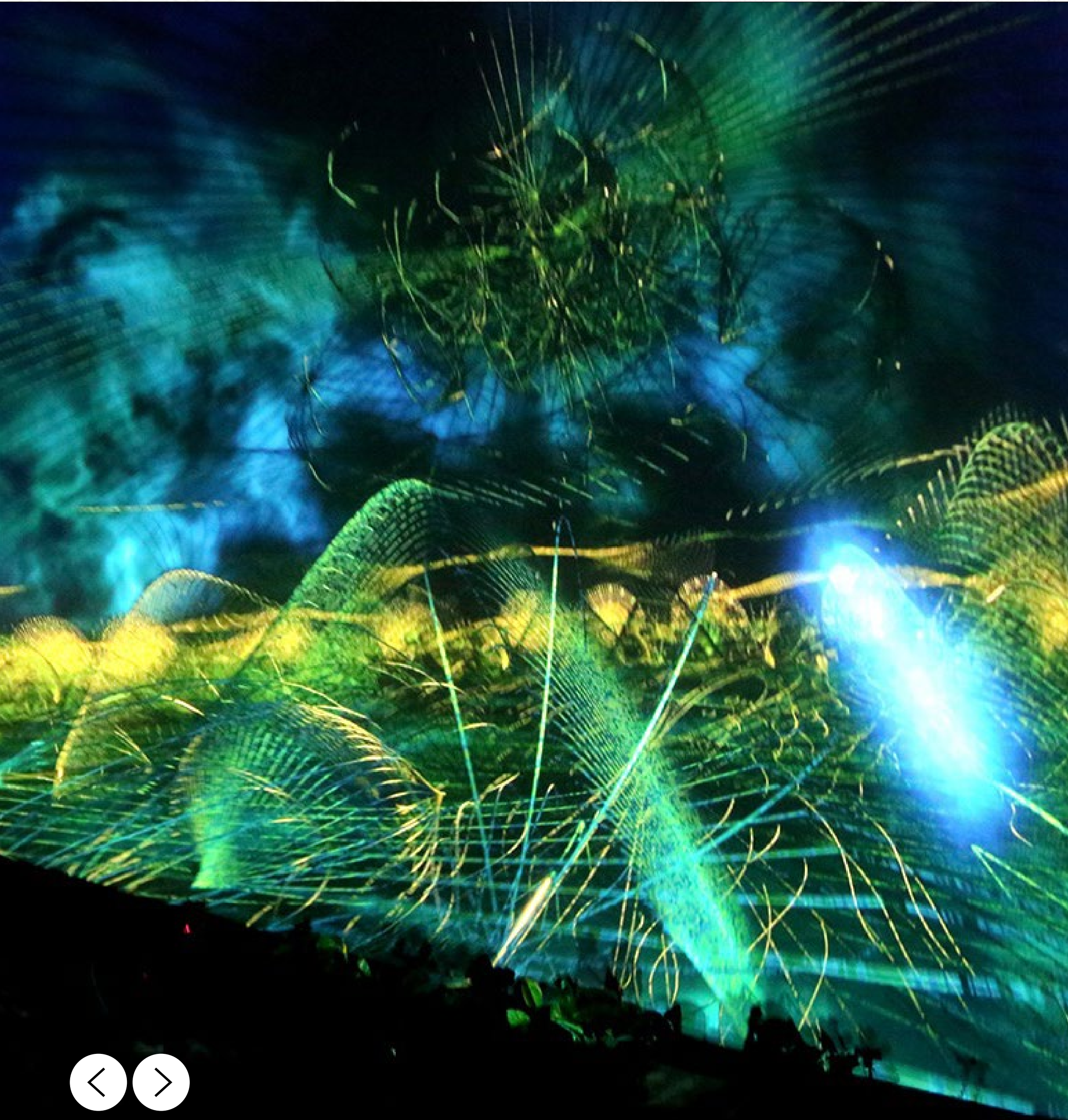
3

Mesmerica

FUNCTION	A visual music journey
LOCATION	Global, including the National Space Centre in Leicester
LAUNCHED	25th April 2025
SELECTED BY	Chris Dyer, Senior Creative Artworker

Mesmerica images credit:
<https://tickets.mesmerica.com/>





“Hoping to relive the experience again, ASAP”

Chris Dyer,
Senior Creative Artworker

James Hood’s Mesmerica is a truly immersive design experience, blending music and motion graphics in a way that’s both deeply calming and visually stunning. Set in the Sir Patrick Moore planetarium, the show transforms the dome into a 360-degree canvas. The seamless pairing of Hood’s meditative music with phenomenal 3D imagery from various artists creates a shared, all-encompassing experience. It’s a powerful lesson in how the right combination of sound and visual design can captivate an audience and command complete attention.



4

Amouage Flagship SABCO Boutique

FUNCTION	Fragrance retail
LOCATION	SABCO, Muscat, Oman
LAUNCHED	20th June 2025
SELECTED BY	Emily Lewis, Senior Designer

Amouage images credit:
<https://frameweb.com/>





“Amouage as a brand deeply excites me—their retail spaces are immersive, evocative, and thoughtfully designed to transport visitors into the very essence of the brands identity.”

Emily Lewis

SENIOR
DESIGNER





“One store that particularly resonates with me is ‘The Sacred Tree’ at Sabco Mall. This space stands as a striking architectural homage to the brand’s origins.”

Emily Lewis,
Senior Designer



At the centre of the store is a hand-crafted, seven-meter-tall wooden frankincense tree that rises through two floors—not only there as a visual centrepiece, but as a symbol of ancestral memory, spiritual depth, and the aromatic soul of Amouage.

The store offers a richly intimate setting for ritualistic consultations, exclusive gatherings, and immersive storytelling. It becomes more than a retail space—it is a cultural salon where fragrance sparks dialogue, and luxury is infused with meaning.



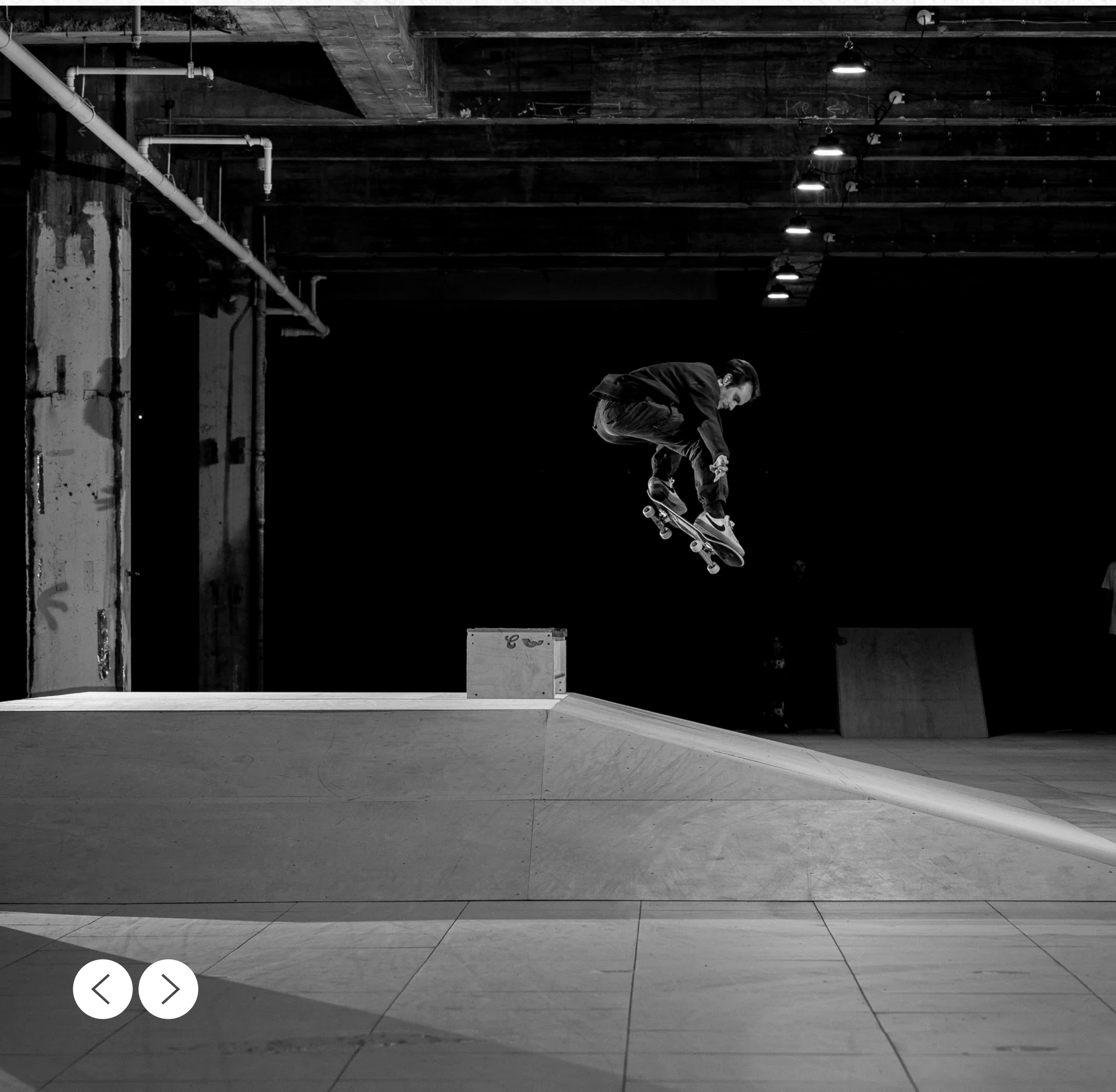
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Shredenham

FUNCTION	Breathing new life into former retail
LOCATION	48 The Horsefair, Broadmead, Bristol
LAUNCHED	March 2025
SELECTED BY	Emma Pharoah, Senior Spatial Designer

Shredenham images credit: Shredenham





“As we are finding more large, abandoned retail spaces are left derelict, it is great to find community-driven initiatives for use of those spaces.”

Emma Pharoah

SENIOR SPATIAL DESIGNER

The issue of large, derelict retail spaces is a growing one, which makes the Shredenham's project in Bristol so powerful. It's a masterclass in adaptive reuse and creative placemaking, where local skaters organically transformed an abandoned Debenhams department store into a vibrant, communal skate park.

This is a beautiful example of community-led design, built with a raw, authentic aesthetic that stands in stark contrast to the polished commercialism the building once held. It's the kind of fun, functional, and genuine space that today's consumers crave.



6

Printemps New York

FUNCTION	Luxury fashion & beauty retail
LOCATION	1 Wall St, New York, NY 10005
LAUNCHED	March 2025
SELECTED BY	Georgia Parris, Spatial Designer

Printemps NY images credit: Dezeen





“A sophisticated yet inviting atmosphere”

Georgia Parris

SPATIAL DESIGNER



Designer Laura Gonzalez didn't just redecorate the historic One Wall Street skyscraper; she treated it like a creative partner. The design beautifully weaves the building's rich Art Deco past with the soul of a Parisian apartment, creating an experience that feels both grand and intimate. The level of detail is just brilliant.

From the use of upcycled materials to that fantastic “freestanding forest of flowers” she built to protect the famous Red Room walls, every choice feels considered. It's a perfect example of how thoughtful design can completely transform a space and make you see retail in a whole new way.



7

Bourdon Street Chippy

FUNCTION	Felt based art experience
LOCATION	20 Bourdon St, London
LAUNCHED	1st August 2025
SELECTED BY	James Wesson, Senior Designer

Bourdon Street Chippy images credit: D4R Team





“The attention to detail in the space was truly inspirational, every detail was crafted and sewn from felt!”

James Wesson,
Senior Designer

We can’t stop talking about the Bourdon Street Chippy. This isn’t just an art installation; it’s a labour of pure creative obsession that transforms a beloved British institution into something magical. Every single element of this traditional fish and chip shop has been painstakingly crafted from felt, a material that feels instantly nostalgic and tactile.

The sheer scale of the project is mind-blowing—over 65,000 individual pieces meticulously hand-sewn and brought to life. It’s a powerful reminder that brilliant design and an immense level of care can turn any subject, no matter how humble, into a show stopping, experiential piece of art. The fact that you can even buy a piece of the magic makes it all the more special.





8

CAMPERLAB Paris

FUNCTION	Experimental footwear retail
LOCATION	15 rue Debelleyne, Le Marais
LAUNCHED	March 2025
SELECTED BY	Josh Knox, Associate Creative Director

CAMPERLAB image credit:
Design Boom



“The interior of the store feels transportative, taking you to a place that is both futuristic yet liminal with damaged portals framing a curated selection of product.”

Josh Knox

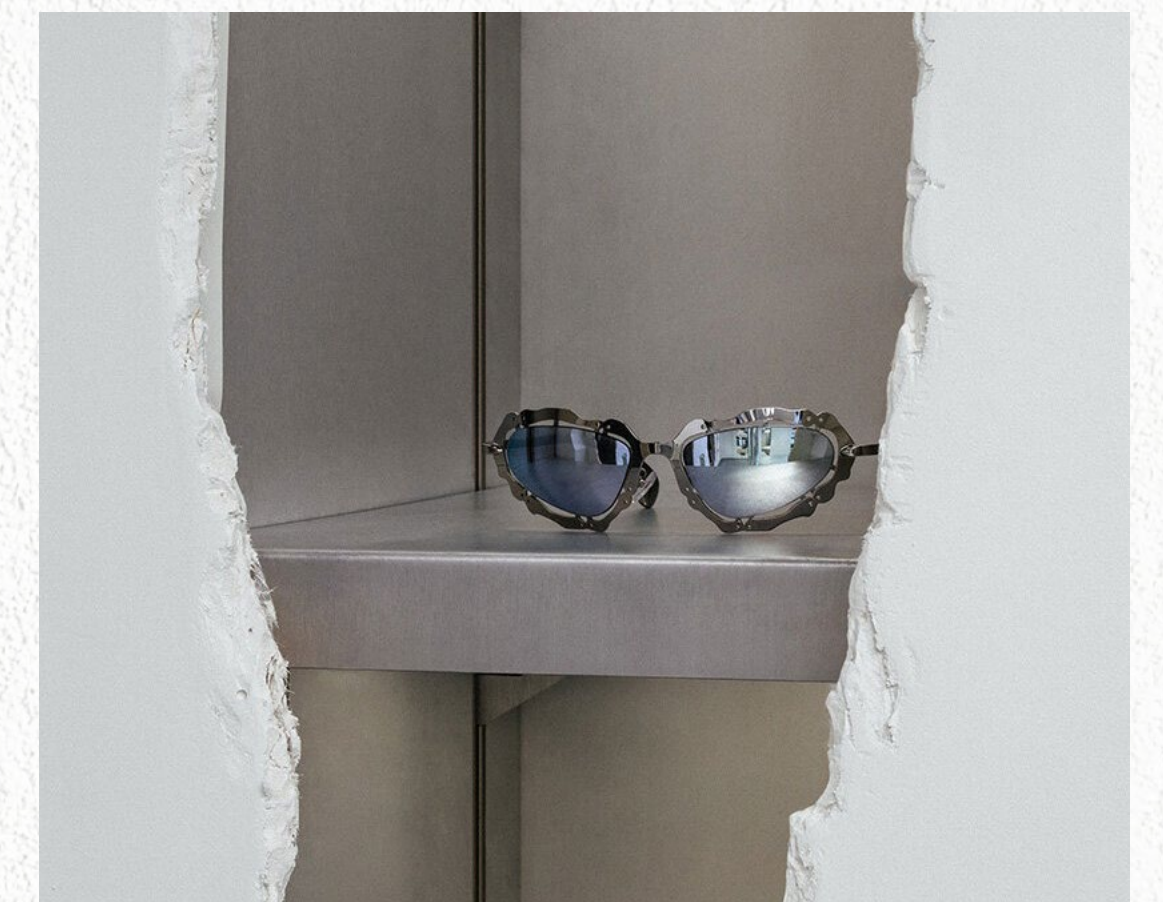
ASSOCIATE
CREATIVE DIRECTOR





Designed by Crosby Studios using inspired by what they coin as ‘Transformism’ — “where familiar materials and objects are transformed, altering the perception of space.” What’s special about this space to me is its purity, outside the store you’re hit with the starkness of a blank canvas, with dramatic smashed holes revealing the store and product within. These act like apertures to draw attention to the iconic and experimental footwear and apparel within.

The store pairs raw damaged edges with sleekly engineered metal, bringing industrial grit together with couture precision. The absence of messaging and story-telling in the store beyond carefully placed digital is a powerful statement too, completely immersing the customer in the product, treating it more as art than fashion. The space is nuanced yet experiential, but in an effortless way that for me inspires careful consideration of product, encourages creative risk taking and sits at the intersection of the comfortable and the melancholy.



“I love the way there is juxtaposition and the challenge of contradiction within the space, which perfectly embodies the witty yet avant garde nature of the Camper brand.”

Josh Knox,
Associate Creative Director



9

S'wich Surry Hills

FUNCTION	Sandwich focussed bistro & bar
LOCATION	Wunderlich Lane, 2 Baptist St, Surry Hills, Australia
LAUNCHED	July 2025
SELECTED BY	Katie Askew, Designer

S'wich images credit:
<https://www.yellowtrace.com.au/>





I love spaces that challenge the ordinary, and S'wich in Surry Hills is a perfect example. Its not just a sandwich shop; it's a carefully crafted environment where every detail contributes to a brilliant experience.

What really grabbed me was the stunning fusion of ultra-modern and mid-century design. A bold palette of deep terracotta and gleaming aluminium creates an almost otherworldly feel, inviting you to escape the everyday and truly savour the moment. It's proof that thoughtful interior design can elevate something as simple as a sandwich into an act of pure indulgence.

“I’m really enjoying the aesthetic of futuristic blended with retro/historic architecture and design.”

Katie Askew,
Designer





10

Coach: Rexy Window

FUNCTION	Luxury fashion window display
LOCATION	200-206 Regent St., London
LAUNCHED	April 2025
SELECTED BY	Mohamad Al Awad, 3D Creative Intern

Rexy images credit: Studio XAG

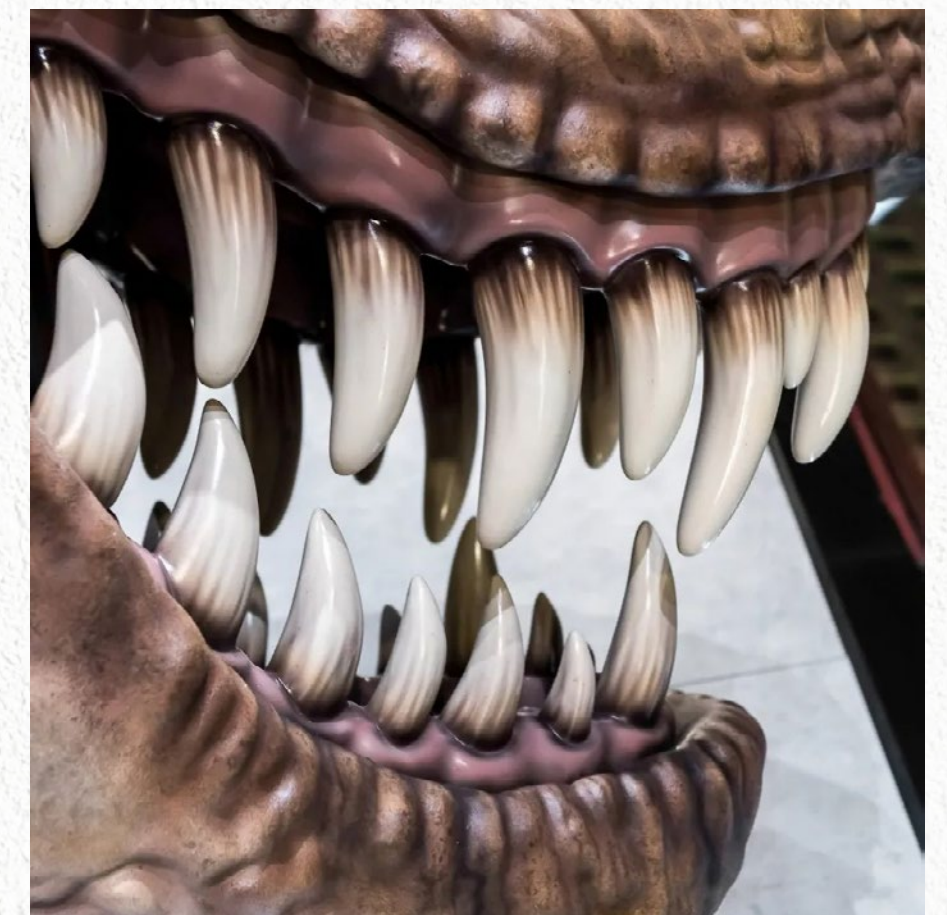


“It’s a great example of how storytelling, scale, and a strong visual identity can completely transform a window into an experience.”

Mohamad Al Awad

3D CREATIVE INTERN

It’s not every day you see a luxury brand completely subvert expectations, which is exactly why the Rexy Window by Coach is so brilliant. It’s just so cool and so disruptive: a perfect example of how a brand can tell a story with pure creative confidence. The massive, playful installation uses scale and strong identity, commanding attention in a way that feels completely unexpected in this high-end context.





11

The Scarlet Hotel

FUNCTION	Luxury Eco-Hotel
LOCATION	The Scarlet Hotel, Tredragon Rd, Mawgan Porth, Newquay
DISCOVERED	August 2025
SELECTED BY	Molly Jarvis, Retail Designer

The Scarlet Hotel images credit:
<https://www.edendesign.co.uk/> & <https://www.vogue.com>





The Scarlet Hotel in Cornwall is a perfect example of a new kind of luxury. Instead of being loud and ostentatious, it's a calm, quiet retreat that feels deeply rooted in its environment. Every design choice feels purposeful, creating an experience that is luxurious precisely because it is so understated and connected to its surroundings. This is a brilliant case study in sustainable design and mindful hospitality, proving that a focus on a sense of place and ecological principles can result in something truly beautiful and restorative.

“A calm, quietly luxurious retreat that feels deeply rooted in its sense of place.”

Molly Jarvis,
Retail Designer





12

Lacoste Afternoon Tea

FUNCTION	Brand Activation
LOCATION	The Plaza Hotel, 768 5th Ave, New York
LAUNCHED	13th August 2025
SELECTED BY	Olivia Goodman, 2D Creative Intern

Lacoste Afternoon Tea images credit:
Windowswear

The genius here lies in the unexpected pairing. The classic crocodile emblem, so often associated with the dynamism of the tennis court, looks perfectly at home in the iconic, ornate surroundings of the Palm Court. The event is a master-class in brand experience, creating a story that feels both authentic and luxurious, and it's no surprise that it became a huge success with influencers. It goes to show that a strong brand identity can translate across any environment, even one as traditional as afternoon tea.

“Every visual and sensory detail is carefully crafted to deepen brand equity, making the event not just a celebration but a lasting expression of Lacoste’s identity”

Olivia Goodman,
2D Design Intern





13

12 Matcha

FUNCTION	Matcha Cafe Brand
LOCATION	54 Bond St, New York, NY 10012
LAUNCHED	April 2025
SELECTED BY	Rosie Preston-Cary, Senior 2D & Brand Designer

12 Matcha images credit: <https://the-brandidentity.com/>



“Enchanting brand design that celebrates the tea ceremony and the meditative liquidity and motion of the product.”

Rosie Preston-Cary

SENIOR
2D & BRAND DESIGNER



As designers, we often talk about work that's truly inspiring, and the brand identity for 12 Matcha is definitely on that list. It's a gorgeous piece that immediately caught our attention and has stayed top of mind since.

The design is a master-class in using visual language to tell a story. Instead of a purely static brand, it feels liquid and alive, celebrating the movement and meditative quality of the matcha tea ceremony itself. The gradients aren't just a trend; they're integral to the identity, used with deliberate intent to create a sense of flow. This is especially evident in the motion identity, which is so deliberate and satisfying to watch.

“It’s a beautiful example of craft, care, and purpose coming together to create a brand that feels authentic and deeply meaningful.”

Rosie Preston-Cary,
Senior 2D & Brand Designer





14

Lego Hub Boston

FUNCTION	Workplace
LOCATION	54 Bond St, New York, NY 10012
LAUNCHED	15th May 2025
SELECTED BY	Tia Hayes, Digital Designer

Lego Hub images credit: Design Milk





“I love how they’ve incorporated the LEGO design DNA into every detail.”

Tia Hayes

DIGITAL DESIGNER



Is it a workplace or a playground? The new LEGO Hub in Boston proves it can be both, and it's a testament to the power of a brand living and breathing its design philosophy. The working environment retains a Scandinavian sophistication while embracing a vibrant, play-centred colour palette. It goes beyond being a corporate office decorated with toys, it's a space that is authentically, unapologetically LEGO. Every detail, from the colour ways to the inset walls that mimic the iconic brick itself, serves as a testament to the brand's legendary design thinking.

Meet the contributors.

Our multidisciplinary Creative Studio team is made up of trend-hunters and innovators. We're constantly immersed in the worlds of retail, brand, and hospitality design, ensuring our output is forward thinking and relevant.



Andrea Robinett
DIRECTOR OF
CREATIVE & STRATEGY



Ashley Roberts
3D DESIGNER



Chris Dyer
SENIOR
CREATIVE ARTWORKER



Emily Lewis
SENIOR
DESIGNER



Emma Pharoah
SENIOR
SPATIAL DESIGNER



Georgia Parris
SPATIAL
DESIGNER



James Wesson
SENIOR
DESIGNER



Josh Knox
ASSOCIATE
CREATIVE DIRECTOR



Katie Askew
DESIGNER



Mohamad Al Awad
3D CREATIVE INTERN



Molly Jarvis
RETAIL DESIGNER



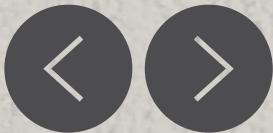
Olivia Goodman
2D CREATIVE INTERN



Rosie Preston-Cary
SENIOR 2D
& BRAND DESIGNER



Tia Hayes
DIGITAL
DESIGNER



Thank you for reading.

It's been a pleasure to immerse ourselves in the best design this year so far and we'd love to discuss how our expertise can elevate your brand.

Let's talk.

