



NEWS

Erdem Opens London Store

Latest Brit Designer to hit Mayfair

BY REBECCA LOWTHORPE POSTED 11 FRI SEPTEMBER



London Fashion Week favourite **Erdem Moralioglu**, has opened his first stand-alone London store to perfectly coincide with 10 years since the launch of his eponymous label.

A firm favourite of Brit fashion pack leader **Alexa Chung**, and actresses **Keira Knightley** and **Emilia Clarke** - Erdem has redefined red carpet dressing with his elegant aesthetic.



Standing at an impressive 2,000 square-feet the two store boutique will not only house Erdem's beautiful creations but thanks to a lending hand from architect Phillip Joseph - will make you feel like an Erdem muse.



WHAT DO YOU LOVE MOST ABOUT YOUR NEW STORE?

I love the approach to the design of the store. It was definitely about looking, almost forensically, at my woman: what would she wear, what would she sit on, what kind of art would she hang on the walls? I wanted it to be completely reflective of her.

WILL HAVING A STORE CHANGE THE WAY YOU THINK ABOUT YOUR DESIGNS?

I think I will think about it more in terms of what my woman needs from when she wakes up to when she goes to bed.

HOW WILL YOU DEVELOP YOUR BRAND - WHAT NEW LAUNCHES MIGHT WE EXPECT FROM YOU?

I am launching my first solo shoe collection for SS 2016. Which I am so excited about!

WHAT ARE THE FIRST DRESSES GOING IN YOUR WINDOW?

Actually the dress Alexa wore at The ELLE Style Awards is in the window right now.



Welcome to W1 Erdem, get ready for en masse ELLE visit.

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