

REFERENCES / HOSPITALITY / ROOM DIVISION / ACOUSTICS

STYLISH CHANGING ROOMS

Using printed curtains to create a setting for photo moments in changing rooms.



Object

Selfridges Designer Studio, London, England

Concept

Campaign Design, Falmouth, England

SITUATION

The Selfridges department store in London has seen the emergence of a design studio on the third floor, offering exceptional contemporary fashion. Styled like a gallery, it curates fashion labels and presents them in a thrilling display concept.

SOLUTION

In Campaign Design's playful scheme, furniture from the 50s meets subtle pink colour shades. For the changing rooms, the tailor-made DIGITAL DENSE PANAMA received a special print finish, creating a setting where customers can take selfies in front of an exciting background

