

Design Week - 28th February 2008

THOMAS PINK/MULBERRY - FOUR IV

Four IV has worked on T5 concession designs for both Mulberry and Thomas Pink, each introducing new design elements for the first time. The Thomas Pink store will showcase a 'business bar' - a back-illuminated counter housing products, with an LED ticker showing share-price information and news running across the bar and up a column into the ceiling. There will also be Thomas Pink-branded drinks and iPods. 'It is trying to retain the customer for as long as possible,' explains Four IV senior designer Marek Spencer.

For luxury handbag brand Mulberry, Four IV's designs introduce softer materials, moving from stone to oak floors and lacquered wood, as well as a suede-like fabric called alcantara that provides the set for the bag displays. But the centrepiece is a bespoke, handmade, brass tree sculpture, flowing across the ceiling along the length of the store.

