

**US-based fashion designer Elie Tahari has entered the London market with a concession at Knightsbridge department store Harvey Nichols, to be followed in May by a section in Selfridges. Design group Four IV has developed the environments for the brand, creating a design template to spearhead the expansion of the Elie Tahari brand in the UK. A cream and caramel colour scheme is used in Harvey Nichols, with an oversized crystal chandelier and an ornate ottoman employed to give a baroque twist. A lighter palette will be used at Selfridges. There are more than 600 US stores with an Elie Tahari presence.**

