

## Bill Amberg store Designed with FOUR IV to open in Burlington Arcade

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Luxury leather designer **Bill Amberg** will this week be opening a new store in Burlington Arcade, W1. The store is the first collaboration with London based design agency **FOUR IV**.

**Chris Dewar-Dixon** of **FOUR IV** commented “we have worked closely with Bill and his team to create the ‘Jewel of Burlington Arcade’ in what is a ‘compact’ store at just 16 sq metres”.

“My aim with this store was to reflect the bespoke craft of the Bill Amberg product lines and the exclusive commissions undertaken by Bill and his team. The craft of leatherwork is evident from the moment you set foot on the deep chocolate coloured leather floor. A bespoke back wall system displays large leather products whilst smaller items lie like fine jewelry on the ‘scissor framework” within the window-bed.

“A tiny stair winds its way upwards to the salon, where bespoke commissions will be discussed. This tiny room bathed in red, hosts a leather daybed in the window and a chandelier made of horn. The overall affect is reflective of the craftsmanship that is an essential part of the Bill Amberg range”.

**Bill Amberg** commented, “We are delighted with what Chris has created for us in what is a ‘boutique’ trading space. His attention to detail and understanding of our requirements has presented us with a new feel to our retail proposition; bespoke items have been created that show both our range and our craft. Chris is an inspiration”.