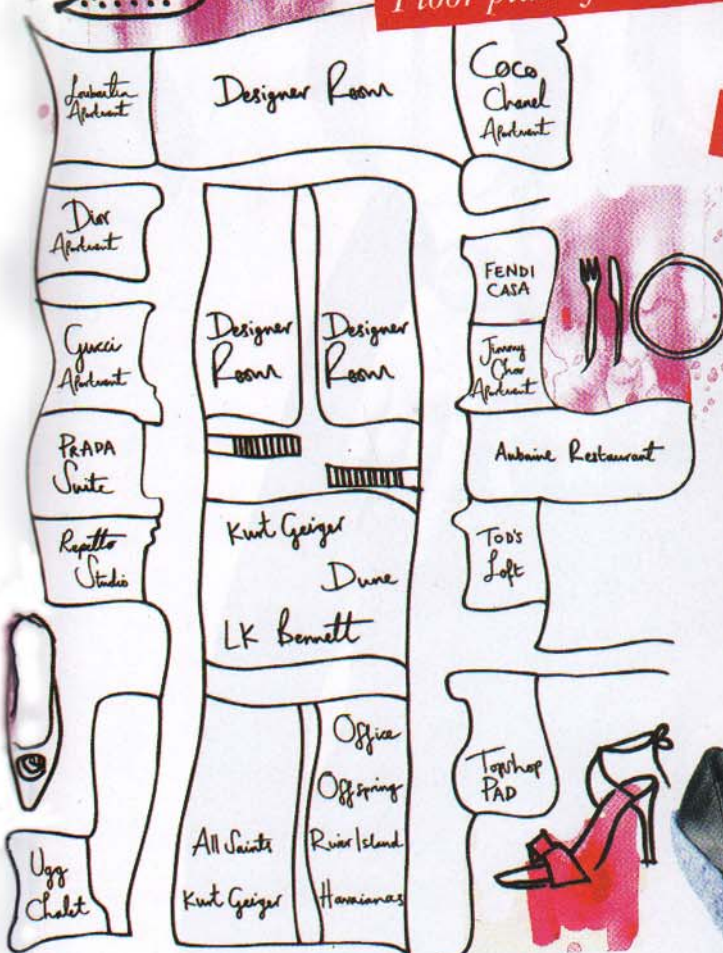
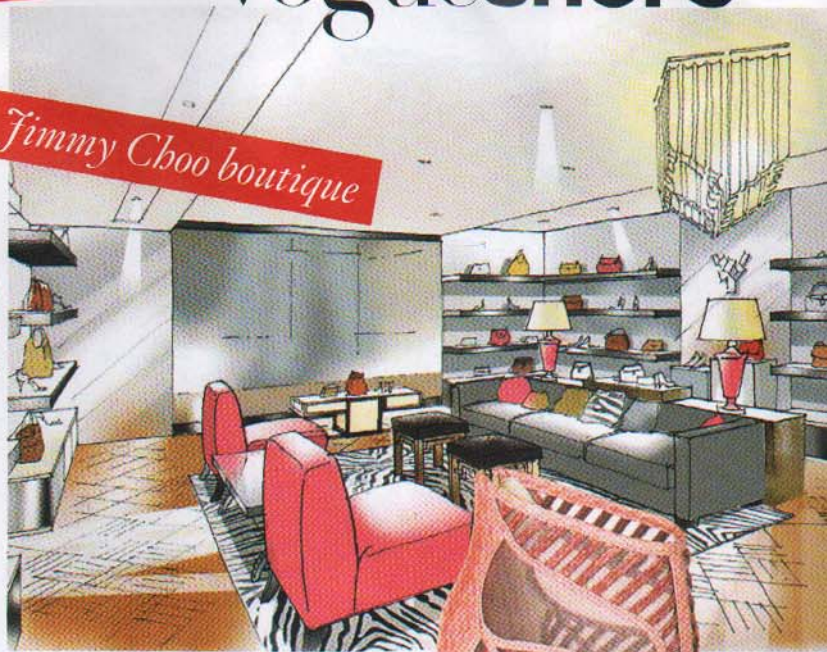


## Floor plan of shoe hall



## Jimmy Choo boutique



## Star styles



# Sole searching

The new shoe hall at Selfridges promises something for everyone, says Lauren Cochrane

Three years of planning; 35,000 sq ft; 300 days' construction; 4,000 shoes; over 120 brands. Even the facts about the new shoe hall at Selfridges impress. "We wanted to do something special, but also very Selfridges," says its director of accessories Sebastian Manes about the space, which opens fully in mid-September. "It had to be inclusive."

The store has fulfilled this brief by stocking everything, from River Island to Roger Vivier, and by hiring Jamie Fobert, the architect behind the extension to Tate St Ives. Instead of taking a standard shopping trip, customers journey through six specially decorated "salons". Find high-street brands, including the first-ever All Saints

shoe corner, in the industrial-style Salon One. Discover the likes of Marni and Dries Van Noten in Salon Four's purple velvet splendour, and seek out the ultimate luxury in Salon Six, where styles by Givenchy, Balenciaga, Nicholas Kirkwood and Rupert Sanderson are displayed on hand-carved alabaster plinths. Even the French café Aubaine is housed here to refuel halfway. Exclusives include animal-print Mouse shoes from Marc by Marc Jacobs, Repetto's Punk jazz shoes with safety-pin detailing, Kirkwood's heels for Rodarte (in Britain for the first time), and Balenciaga's black-on-black design in a limited run of only three pairs.

In addition to the salons, there are 10

bespoke boutiques (or "apartments"). See Chanel – a recreation of Coco's apartment, featuring a replica of a Jean-Michel Frank couch – or Ugg, a cosy Swiss chalet. Repetto's room is designed to look like a ballet studio, while Tamara Mellon selected the furniture in Jimmy Choo's lounge. But Christian Louboutin's show space is arguably the most jaw-dropping, with its red carpet, trompe l'oeil chandelier and iron staircase.

Selfridges' creative director Alannah Weston says, "What other store in the world would ask a leading architect to design a space where you can pick up flip-flops and Louboutin pumps, all under one roof?" ■