

RETAIL CULTURE HOTSPOTS

LONDON

Household
home of customer brand experience

START HERE

Household was founded to champion people by bringing insight into the heart of brand experience design. By building a real understanding of how people live and shop, Household has a leading point of view on how brands can better serve customers.

We have created this map of our top retail culture hotspots that are supercharged, energised and connected, just like people. Click on the address links underlined to be taken to an online map.

As you explore the city, join the conversation on #retailculture and post your pictures to Instagram, tagging @household.design.

And if you're in Shoreditch, pop by our offices to say hi – you can find us on the map.

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THE WHITE COMPANY

112-114 Marylebone High St, W1U 4SA
Open 10.30am-6.30pm

Wrap yourself in a duvet to discover the perfect bedding for you as you explore the sensory, Household-designed Sleep Studio.

SELFRIDGES

400 Oxford St, W1A 1AB
Open 9.30am - 9pm

Check out Household-designed Louboutin beauty boutique (Ground floor) and be tempted to try on the new beauty range. Whilst in Selfridges, head up to the Body Studio (3rd floor) to experience a holistic approach to retailing wellness.



DYSON

447 Oxford St, W1C 2PR
Open 9am-9pm

The space heroes the tech behind the products with each new innovation available to test out.

Venture upstairs for a free blow dry from a professional stylist. Drop-ins are accepted, or book an appointment at www.dyson.com

JOHN LEWIS

5th Floor, 300 Oxford St, W1C 1DX
Open 9.30am - 8pm

Envisage your 'smart home' of the future in this dedicated space for all things 'IoT'. See products in situ and play around with the latest tech.





APPLE STORE

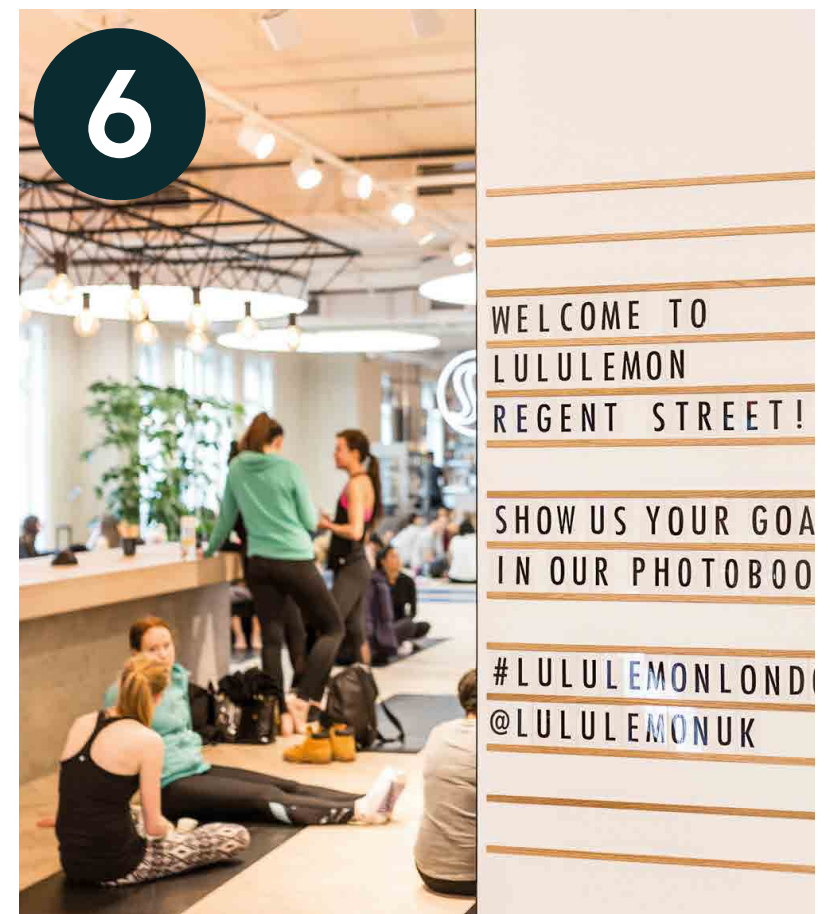
235 Regent St, W1B 2EL
Open 10am - 9pm

A staple store to visit whilst in London, if you can see past the crowds. The recently renovated store adds a touch of nature to their signature formula with trees filling the cavernous space.

LULULEMON

187-191 Regent St, W1B 4JP
Open 10am - 8pm

Share your fitness goals and be inspired by others' on the motivational wall. Even better, get fit in store with a pre-RDE 'Sunday Morning Yoga' session at 10.30am.



DUNHILL

1a St James's St, SW1A 1EF
Open 10.30am - 8pm

Immerse into the world of Dunhill in this club-like flagship, designed by Household, offering cigar and whisky sampling and exploration in a comfortable and private lounge.

LEGO

3 Swiss Ct, London W1D 6AP
Open 10am - 10pm

After marvelling at the Lego-built London landmarks, head upstairs to the Mosaic Maker. Simply snap a portrait in the booth to build your face out of Lego. Also scan any box set in the AR-powered Digital Box to see creations come to life.





9

BUBBLEWRAP WAFFLE

24 Wardour Street, W1D 6QJ

Open 12.30pm - queue closed, approx. 8.30pm

If you can bear the queue, get in line for the latest Chinese-imported food craze. Just think all those likes you'll get on your obligatory Instagram post... #foodporn

WAH NAILS

4 Peter St, E8 4AE

Open 11am-8pm

No longer will you spend hours uhming and ahing over the perfect nail colour, WAH lets you visualise your manicure in virtual reality in their futuristic Soho salon.



10

WAITROSE

Granary Square, 1 Wharf Rd, N1C 4BZ

Open 8am - 10pm

A Waitrose with a wine bar you say? If you're around King's Cross, make sure to check out this leisure-focused supermarket, enjoy a tippale at the bar, or even put your chef's hat on at the cookery school.



11

OLD STREET STATION

St. Agnes Well, EC1Y 1BE

A mecca of pop-ups means there's always plenty to see in Old Street Station, with start-up brands maximising their presence to attract commuters with their offer.



12



BARBER AND PARLOUR

64-66 Redchurch St, E2 7DP

Open 9am - 11pm

Stop here to re-energise with the perfect combination of food, coffee and a bit of pampering, whether it's a shave at Neville barbers or a manicure from Cheeky.

VITA MOJO

5 Steward St, E1 6FQ

Open 7am - 9pm

A high-tech healthy eatery offering ultimate personalisation. It doesn't matter if you're vegan, GF or flexitarian, with over 100,000 combos available to order ahead.



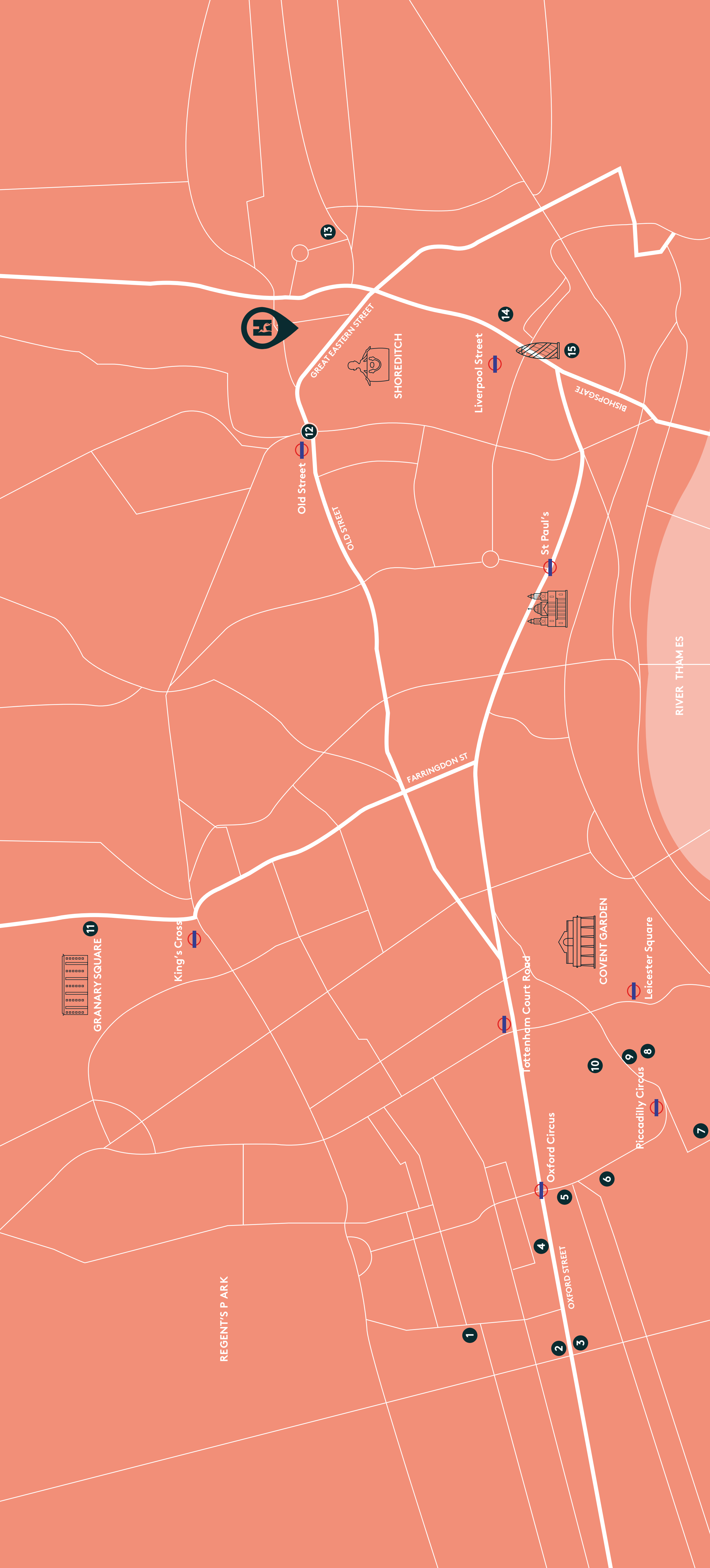
SWINGERS

8 Brown's Buildings, EC3A 8AL

Open 12pm - 12am

So who's round is it again? Head here in the evening to check out this underground golf club. 'Swingers' can putt for the par on the 9-hole course with a drink in hand.





KEY

- 1 THE WHITE COMPANY
- 2 SELFRIDGES
- 3 DYSON
- 4 JOHN LEWIS
- 5 APPLE STORE
- 6 LULULEMON

- 7 DUNHILL
- 8 LEGO
- 9 BUBBLEWRAP WAFFLE
- 10 WAH NAILS
- 11 WAITROSE
- 12 OLD STREET STATION

- 13 BARBER AND PARLOUR
- 14 VITA MOJO
- 15 SWINGERS



FIND HOU SEHOLD AT 135 CU RTAIN ROAD!



SO WTF IS RETAIL CULTURE?

We'd love to meet you and hear your thoughts on retail culture. Drop into our studio at 135 Curtain Road, London, EC2A 3BX or get in touch via phone: +44 (0)20 7739 6537.

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