

MADE THOUGHT

MADE THOUGHT LAUNCH A REAL-LIFE PORTFOLIO AND EXPERIMENTAL RETAIL SPACE EXPLORING THE FUTURE OF BRAND EXPERIENCE

The Seven Dials pop-up is a 'creative playground', experimenting with brands on new collaborations and cultural programming set within a retail environment.

- *Over the three months, the Made Thought store will host a packed programme of installations, events, exhibits and exclusive brand collaborations with a diverse mix of brands including Fred Perry, Tom Dixon, Ableton, G.F Smith, True & Co, Naim Audio, Wildsmith Skin, Imprimerie Du Marais, Heckfield Place, PINK and many more.*

London, 19th September, 2019: Leading creative studio Made Thought is excited to announce the launch of an innovative three month concept store in London's Seven Dials exploring the future of retail and brand experience. Launching during London Design Festival 2019, the store is a 'creative playground' for brands to experiment with new collaborations and cultural programming, decoding what retail and consumer desire means today.

The 12-week opening has a rich and diverse programme of topical events, cultural talks, new collaboration launches, experimental installations, and experiential retail concepts spanning technology, fashion, travel, beauty, culture and commerce. Brand activations include Fred Perry, Tom Dixon, Ableton, G.F Smith, True & Co, Naim Audio, Wildsmith Skin, Imprimerie Du Marais, Heckfield Place, PINK and many more. The studio also unpacks their archive from over the past decade from the likes of Design Miami, MoMA, Stella McCartney and more.

Ben Parker, Creative Director and Founding Partner of Made Thought commented, *"So much of our creative work for brands is concerned with how to cultivate consumer desire and how to humanise brand experiences, particularly in a retail environment. We've brought all of this creative thinking and experience together in the Made Thought pop-up store to create an exciting new platform to allow brands to interrogate what brand experience means today, as well as the deepening intersection of culture and commerce."*

The dynamic and multi-faceted programme of launches, events and experience-based retail concepts hosted in the Made Thought store includes:

- **MOVED BY SOUND: A soundscape and immersive environment with Naim Audio:** the audio brand and Made Thought curate an emotive sonic experience.
- **UNDER THE HARVEST MOON: An autumnal equinox inspired installation and 'biodynamic living' workshop:** hosted by prestige natural and sustainable skincare brand Wildsmith and the luxury eco-hotel Heckfield Place.
- **FREE YOUR FORM: A contemporary, all-female dance performance:** celebrating the re-brand of underwear label True&Co with a powerful choreographed immersive performance by Holly Blakey.
- **THE 5-4-4 COLLECTION: The launch of the AW19 Fred Perry x Made Thought exclusive collection:** Made Thought and Fred Perry collaborate on a capsule collection which decodes the brand's 5:4:4 tipping ratio, building an artistic and symbolic language that is a new perspective for the brand.
- **AN ARTIST AT WORK: A recreation of artist Farao's studio as an installation by music production software and hardware brand Ableton:** plus a live performance giving visitors the opportunity to connect, collaborate and interact with Ableton Live and Push within an inspiring environment.
- **DESIGN FOR GOOD: A series of talks and workshops centred around circular design as the solution to sustainability issues:** with thought leaders and activists in this arena including Sian Sutherland of A Plastic Planet.

Paul Austin, Director and Founding Partner of Made Thought, commented *"We hope that exploring and experimenting with such diverse brands, retail concepts and ideas in one dynamic space will inspire other brands to push what they offer consumers in their retail offerings and lead to wider creative conversations about the power and opportunities of creative collaborations and programming in retail today."*

The store is located at 27 Shorts Gardens and will be open from 19th September to 30th November.

A full programme of events and listings can be viewed on www.madethought.com

-ENDS-

Notes to editors

ABOUT MADE THOUGHT

Made Thought are a London-based creative studio that pride themselves on their progressive approach to crafting brands and ideas. Known for an iconic visual style and obsessive attention to detail, Made Thought collaborates with a diverse mix of cutting-edge, specialist and leading brands, from MoMA, Pinterest, Stella McCartney and Tom Dixon to GF Smith, A Plastic Planet and luxury eco hotel, Heckfield Place. Their work explores design as a tool to cultivate desire and humanise brands — to go deep in an increasingly shallow world.

www.madethought.com/to-make

For press enquiries please contact TDC PR:

Alice Pickthorn, TDC PR
T: +44 (0)7595272550
E: alice@tdcpr.com