



The clean cut design of the retail space induces a feeling of luxury

Quintessentially British

A raw creative process was embraced by Barber Design when creating the concept for a new retail brand for the UK's high street



The brass clothing rails are a nod to the quality of the brand and design

Jack Farrell was a distinguished dresser and who left behind a lasting legacy. His great sense of dress and ethos was one which inspired his grandson, Robbie Williams, to create the Farrell line of garments. The clothing brand centres on timeless British charm and high quality goods that remain prominent regardless of the season. The collection has a feel of refinement and bespoke tailoring, infused with contemporary finishes – which was a blend that Barber Design wished to upkeep with the design of the concessions.

The understated feel of the clothing line and emphasis on clean tailored lines rather than a highly-regarded label, was at the forefront of Doug Barber's, MD of Barber Design, mind when asked to create the concept. It was important for it to be a continuation of the elegant pieces for both casual and formal wear.

The initial creative work on the design commenced several



months prior to the launch. 'It involved lots of brainstorming,' Barber told us. The original brief was very vague so the Barber team worked closely with Farrell's designers and management to explore different ideas and methods of communicating the ethos through the retail experience. Various eras throughout the last 70 years were researched and acted as the foundations for the concept.

Eventually the 50s and 60s were pinpointed as the best eras to symbolise the culture of the brand, so the designers began to study styling from this time. 'We started to look at manufacturing techniques and traditional ways of making things in a loving and crafted way – such as sign writing and dovetailing,' Barber added.

Adhering to the short timescale for the shopfit was the main challenge faced by the design team. It was also important for them to maintain a flow of authentic details from the 50s and 60s and to refrain from using contemporary finishes. 'It is always a battle to convince clients it is worth the cost to keep the integrity of the design concept when it moves

to the build process, and also to use materials that have longevity (thus saving on costs down the line),' Barber told us. 'In this instance the whole process worked really well and the client and project team all worked closely together to make sure we were all really happy with the end result.'

The story of Jack Farrell, his values, and craftsmanship are furthered with the store's layout. Clean and structured, the store environment and retail presences are clear extensions of the design of the clothing. The simplicity makes an impact and furthers the un-fussy nature of the brand – the consumer can see exactly what's on offer.

As well as authentic products, traditional manufacturing techniques were used to produce items and finishes. Even details such as the panels were painted rather than sprayed to further the concept.

For the designers there were many elements for them to be proud of including the back lighting on to the high level pelmet which helps to draw the customers' eye to

the display. The plasma screens showcasing brand footage in the retail landscape are additional highlights of the design.

Thanks to the relaxed brief the team were able to establish a completely organic finish and one perfectly suited to the brand. 'The end result was something that we could not have anticipated when we started the creative process,' Barber said. 'We achieved everything we set out to and it was a great process working with Rob and his management team.'

'In all the Farrell brand has had a really successful launch and it would now be really nice to see it rolled out across the UK and worldwide so that everyone can get a taste of Farrell and the man behind the product. We are certainly extremely proud to have been involved in the launch of a new retail brand onto the high street, it's not something you get the chance to do every day,' concluded Barber. ■

Farrell: Farrell.com
Barber Design: barberdesign.co.uk

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