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Mouret's Maison

LAUREN MILLIGAN | 21 February 2011 | 0 Comments

"YOU'VE got to start with the simple ingredients when you begin the recipe," **Roland Mouret** told us as he walked us around his new six-floor Mayfair maison, in Carlos Place opposite the Connaught Hotel. "So we've started with three classic dresses, the Galaxy, the Moon and Pigalle dresses in their original colours and fabrics, reworked for this store - and have added cashmere and sunglasses."

A flagship store, which in true French style sits under Mouret's atelier, has long been the designer's dream - since pictures of **Yves Saint Laurent** and **Christian Dior** in their Parisian bases inspired them to covet a roof under which all elements of the Mouret world could live, he tells

us - and the dream doesn't end with London.

"I've looked at places in New York and in Paris, but they would be different than here, and would have a different collection," Mouret explained, as he showed us the capsule line with its bespoke 8 Carlos Place labelling, exclusively for his London clients. "It's not easy to be a young brand in London. A young designer, yes: you go to St Martins; you are noticed; you have success. But then what? There's no formula for making it work after that."

The store, like Mouret's designs, is stunning but accessible. Its 19th Century grandeur and dark oak detailing contrast beautifully with an eclectic mix of objet d'art and Seventies furniture that speak of Mouret's simple elegance as well as his playful sense of humour.

And as for the autumn/winter 2011-12 collection, due to be presented in Paris on March 4?

"It's done," he said. "We prepared to spend two or two and a half days finalising the looks, but we did hair and make-up before we looked at them and it was like, 'Yes, yes, yes, ok - done. Tick!' So we're ready. It's great because it meant I could concentrate on the shop."

Roland Mouret's maison is open from today at 8 Carlos Place.

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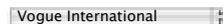
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