



HOME IS WHERE THE ART IS

As Oxford Street unveils its new second and third floors, Partners can't wait for customers to make themselves at home, writes Kirsty Bennett

A revolutionary shopping experience. That's what's at the heart of John Lewis's refurbishment of the Home departments at its central London Oxford Street store. The new spaces, which span the second and third floors at the division's oldest shop, now house the largest range of Home products of any store in the UK. So, whether it's paint, fabric, wallpaper, sofas, rugs, lights, furniture – the list goes on – or bedding you're after, you'll find it all under one roof, at John Lewis.

Christine Kasoulis (right, in front of the new 'chill lamp' installation), John Lewis's Buying Director, Home, says the new departments offer a 'visual and immersive experience'. "We are the only retailer with the breadth and depth in choice and price, and mix of brand and own brand, to cover the everyday to the design classics," she says.

Head inside

But there's so much more to John Lewis's new Home offer than the vast range of products. Step into the 'Head of Design' – literally a giant head sculpture (left) – and you can take a test that will not only help you discover interior design schemes suited to your personality, but will leave you with your own personalised mood board.

You can search for Home inspiration in creative spaces that have been styled by guest designers such as Tom Raffield and Antoni & Alison. Or, perhaps shopping Brooklyn-based interior brand West Elm in its only UK shop-in-shop is more your thing?

John Lewis's £14m investment in its Home department was making headlines in the press weeks before it was revealed. No surprise, then, that the reaction to the changes was strong on its launch day – Caron Bronson,



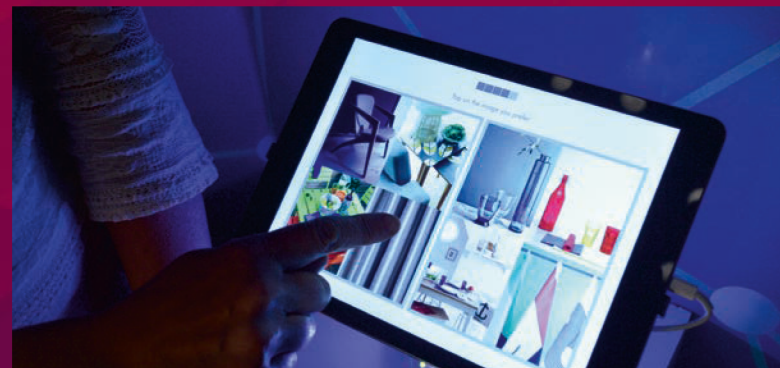
OPPOSITE CLOCKWISE: London landmarks feature across the floors; Heather Metcalfe and Ayesha Howorth (Herbert Parkinson) inside their London tapestry; Steven Dempsey's Coo-Coo clock; striking room sets; Diane Staplehurst, John Vary, Wayne Rowley and Sebastiaan Wolzak with the 'Head of Design'; paint pot lights; Henrik Thillaithevan; design your ideal home inside the 'head'

Editor of *Real Homes* magazine, declared it the 'most amazing homeware shopping destination' on Twitter. Naturally, the Gazette didn't want to miss out, so I joined the foray and took a closer look (psst! there's even a Mona Lisa hidden there somewhere)... ➔



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Christine Kasoulis, JL Buying Director, Home



PHOTOS: MARK MACKENZIE