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SPECIAL REPORT: FASHION

'Maison' Mouret, Now in Mayfair

By SUZY MENKES

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LONDON — “It’s the idea of a house, with elements of the heritage of a family,” said the designer Roland Mouret, showing the wrought iron and glass table, the majestic throne chairs, the low silver sofa, the pile of antique parakeet green order books and the thoroughly modern 1970s ceiling lights that illuminate the swishing silk curtains around the changing room.

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Rebecca Duke

Roland Mouret's new store, in the Mayfair section of London.

For the designer, he is coming “home,” having recently recovered the rights to use his name, and moved lock, stock and signature Galaxy dress into a town house on Carlos Place, overlooking London’s Mount Street and the Mayfair area’s ever-expanding group of luxury brands.

The upper floors include showroom and work studios, bringing everything under one roof for the designer, who, like [Victoria Beckham](#), is backed by the entertainment entrepreneur Simon Fuller.

“Everybody is here — it’s such a new venture, and it is pushing me to focus on the future and on the concept of fresh product and new categories,” said Mr. Mouret, who has brought his native French idea of a “maison” to this

exceptional Edwardian Arts and Crafts building.

The leaded windows, original wood paneling and extensive stucco ceiling decoration create a lofty home for the newly introduced “best of” collection, named after the store’s Carlos Place address. It includes those curvaceous evening dresses, made famous by Hollywood stars and selling at £1,150, or \$1,870. The (female) staff members get to wear them, too.

The men’s area, with its 1940s masculine style, has suits from around £1,000 and a marble fireplace to suggest a baronial glamour, while casual jersey and knit pieces for women are in one of the intersecting rooms.

Upstairs, the main women’s selling space is light and airy, and by one of those serendipitous chances has a mimosa tree outside that has just opened into spring flower. Although the designer is known for dresses (which start around £700), he is able to offer a fuller range, including sportier pieces and stylish Italian-made sunglasses. Scheduled to come in June are leather goods and whatever other categories Mr. Mouret delivers to complete his dream home.

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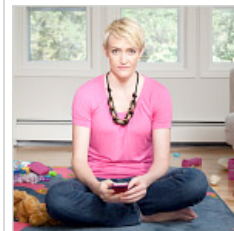
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