

DATUM

Where designs come to life

Case Studies

PENHALIGON'S

Following the successful delivery of the first project at Windsor, Penhaligon's appointed Datum to carry out a further three projects fitting out new stores at Regent Street, Brook Street and Kings Road.

Penhaligon's was founded in 1870 by William Penhaligon, a witty and eccentric alchemist and an iconoclast, and remains as one of the few true fragrance houses in the world.



Today when stepping into a Penhaligon's you are stepping into an eccentric mix of the traditional and the modern. Penhaligon's is where the aristocratic luxuries of yesteryear become the covetable necessities for a modern life. There's the unmistakable aura of the old fashioned barbers shop with wood and glass cabinets displaying fine fragrances, homewares, silver trinkets and leather goods.

Datum appointed an interior designer to work in collaboration with their in-house Technical Design Team and were required to research and then develop designs to present to Penhaligon's in-house Art Director.



Being involved from the very beginning of the process Datum produced layouts, elevations, researching and preparing specific woodwork, and providing fixture drawings for approval by Penhaligon's. Datum also provided a full design and build HVAC and electrical service.

The concept for Penhaligon's was that of an original apothecary, where the main focus was to create an environment where modern fixtures and fittings could be mixed with original items to create the overall ambience. The original items were repaired and reconditioned, where necessary, to enable them to be utilised as robust retail fixtures and fittings.

Penhaligon's required materials to invoke the traditional craftsman qualities and included stained timber floors or ceramic floors and bespoke timber and metalwork elements.