

John Rocha New Store in Mayfair

Setting up house in an ex pub in the middle of Mayfair, John Rocha's new London store at 15a Dover Street is not simply a shop – it is a 'home' for all that he loves best and most in his work. Opened late last year, the store includes his clothing collections for men, women and children, his crystal, textiles and jewellery collections and the work of others, including a library of beautiful poetry and reference books together with a selection from John's collection of contemporary art.

It is a personal space – yet wholly welcoming. Having taken the entire building and lovingly and painstakingly renovated from the cellars up – through three floors of working space and on to his private apartment above, John has fashioned an environment and atmosphere that reflects both his work and his attitude – beautiful, eclectic and a little idiosyncratic.

The buildings clean surfaces of timber and stone are juxtaposed with a wall of original French 1930's ceramic tiles, a tiny conservatory and with the subdued glamour of crystal mosaic panels this forms a wonderful oasis.

Never a designer to be driven by trends – John considers the London venue as an ongoing work – a continuing evolving story. After 20 years in the style business John Rocha continues his journey creating, gathering and offering beautiful pieces to be found and treasured.

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the John Rocha Store is at 15a Dover Street , London W1S 4LR Tel: 020 7495 2233

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