

HIDDEN GEMS

INTERIOR MOTIVES

Coming upon a shop filled with wonders that few have heard of is a little like finding a hidden gem. JF-W Magazine has the inside story on four unique **LONDON LUXURY EMPORIUMS**.



MARCUS Bond Street

With an average customer spend of just over £20,000 and some prices taking in the '£1 million plus' category, according to store manager Chris Cameron-Gudge, Marcus is an extraordinary destination for watch shopping – or watch ogling. With its glass staircase and floor-to-ceiling glass showcases, the interior is akin to a contemporary museum or gallery space.

'The trick is to make the materials and lighting draw attention to the product itself', says Czech-born, 70-year-old architect Professor Eva Jiricna, also responsible for the Victoria and Albert Museum jewellery gallery, the Harrods watch and fine jewellery hall and the Sir John Soane Museum in Lincoln's Inn Fields – the home of a 19th century architect designed to host an abundance of art and precious objects.

Contemporary

The Marcus store is a contemporary interpretation of this theme. There are leather armchairs and a wide-screen TV upstairs, and below street level, a wall-to-wall James Bond style watch salon with integrated hi-fi, created by Buben & Zörweg, the people who kitted out the watch library on Michael Schumacher's yacht.