



our monthly top five  
**talked about**  
**topics**

**Issue Three**

Our monthly round up of the Hexcite Studio's most talked about topics. The top five things you need to know about retail, design and general creative thinking that we all love!



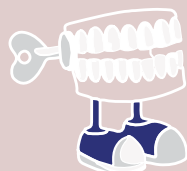
# #No5 lets do London.

Mayor commissioned new series of artwork.



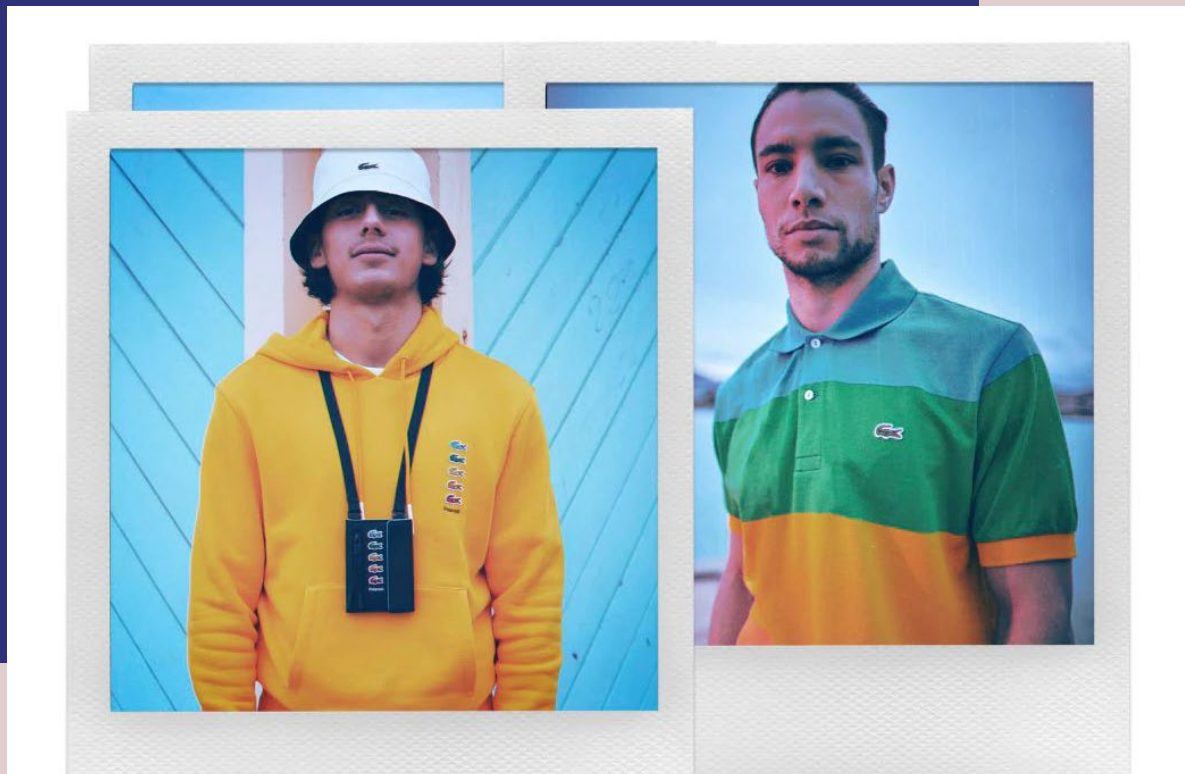
As Sadiq Khan was voted in as Mayor of London for the second time this month, he unveiled the first of many art projects commissioned as part of the 'Lets do London' campaign which is encouraging people to experience London and the endless list of things it has to offer.

This one was produced by well known artist David Hockney but it has mixed reviews online from the general public and from us in our studio...



# #No4 Lacoste x Polaroid.

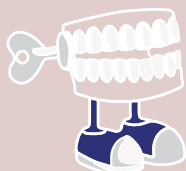
Co-branded collection launched.



Lacoste have recently teamed up with Polaroid to create a collection inspired by the camera brand's iconic signature spectrum. The collection's colour palette commands attention and catches the light.

"Get your camera out!" says Lacoste. We love the bold range of designs and feel it's a brand match made in colour heaven.

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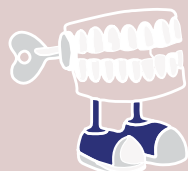
# #No3 brit awards stage.

Rainbow coloured maze bringing hope.



Brightly glowing zigzag forms were layered to create this theatrical backdrop for the 2021 Brit Awards this month. Designed by Es Devlin and Yinka Ilori. The use of colour was seen to have embodied the spirit of the awards this year bringing hope to viewers both in and out of the industry.

The ceremony for the annual music awards took place at London's O2 Arena on 11 May and welcomed 4,000 guests, making it one of the biggest indoor events to take place in the UK since the country first went into coronavirus lockdown in the spring of 2020.



# #No2 Charlotte Tilbury.

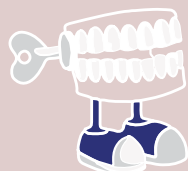
NEW! Look of Love™ Pop-up.



Charlotte Tilbury opened their NEW! Look of Love™ Playground pop-up to shoppers in Harbour City, Hong Kong. We love this look that has been adopted for this space using the brand's traditional deco look but with a fresh pastel pink feel. The theme for the pop-up "ALL YOU NEED IS LOVE", is in celebration of the launch of NEW! Look of Love™ Collection. Bold architecture and the use of large props gives the space real stand out impact.

The dreamy pink and rose gold pop-up provides a truly immersive experience for visitors with interactive games and photo ops using digital to create a seamless omnichannel journey.

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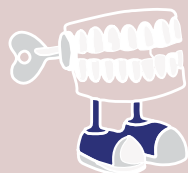
# #No1 Ikea on Oxford st?

Roumours of the ex-Topshop store becoming Ikea.



According to Retail Gazette, “Ikea are in advanced talks over the former Topshop flagship store on London’s Oxford Street.” We have already seen large format store brands such as our client Dobbies set up shops on the high street that capture a different demographic.

Ikea have already been seen setting up smaller stores in several cities including one down the road from our office in Stratford’s Westfield. They predict that 70 percent of people will be living in cities by 2030 which indicates a change of retail strategy for the Swedish furniture giant. Retail really is evolving and we are excited to be part of the transformation.





# call us.

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