

Taste of France

Orée Boulangeries brings French café-style dining to London



Shopping centres

Lighting

RDE review

ORÉE BOULANGERIES

Fulham Road, London

Design: Shed Design
Opening date: March 2016
Store size: 150 sq m



Photography: James Medcraft

Orée Boulangeries is a new premium French artisan patisserie and boulangerie on London's Fulham Road, offering French cafe-style dining and takeaway options. Founded by Laurent D'Orey and designed in collaboration with interiors consultancy Shed, the concept for the store is derived from the strong tradition and heritage of the French boulangerie.

Inspiration for the design is drawn from this ethos, as well as the simplicity of the ingredients, artistic craftsmanship of the baker and beauty of the end product.

The 150 sq m cafe is spread over the ground floor of what was previously two separate stores, with a new full-height opening connecting the space.

The clear glazing of the shop window at 275-277 Fulham Road is adorned with distinctive 24-carat gold leaf lettering. ➔





each character carefully hand painted by specialist French artist Lucien Helle. Behind this sits an enticing window display of patisseries, laid delicately on a clean white marble slab counter.

Once inside, customers are presented with a five metre-long marble and glass display counter laden with two tiers of freshly baked products. Behind the counter, fresh bread is stacked and layered in a black metal and mesh framework, which is mounted to the original brick wall painted out white.

At the rear of the store, the baker is framed behind a glass partition to remind customers of the freshness of the product.

A decorative ceiling motif works its way across the expanded space, while large-scale, angled antique mirrors in silver and gold assist further to interlink the two spaces.

'Like the bakers' ingredients, the palette of the store is kept simple and natural,' explains a spokesperson for Shed Design. 'Soft hues of blue and oatmeal tones make up the ceiling design; a traditional style pattern outlined with decorative moulding details. A whitewashed timber

floor is set against rustic timber joinery and striking Carrara marble tabletops.'

Furniture and light fittings, finished in black, cut through the otherwise subdued tones of the palette while fine brass

detailing reference the artistry involved in the making of the product.

The opening in March marks the first step in a rollout across London for the newly founded Orée brand. **Rf**

