



Halle of mirrors

Sella Concept designs Olivia von Halle's first permanent retail space in Harrods

Design studio Sella Concept and pyjama pioneer Olivia von Halle – it's a match made in Harrods...



Sella's palette is deliberately bold but neutral, allowing the garments to sing over the rich textures and fabrics.

The newly opened concession marks Olivia von Halle's first permanent space in the legendary London department store, following three successful pop-ups in Harrods over the Christmas period in recent years. For Olivia von Halle, it's a fitting tribute to the brand's origins – Harrods was first to stock the brand after it launched at London Fashion Week in 2011. Since then, the brand has grown exponentially, reshaping the way in which discerning, fashion-forward women consider 'lounge' dressing.

For a brand celebrated for its elegance and sensuality, Sella Concept is the perfect partner. Tatiana von Stein and Gayle Noonan's studio shares Olivia von Halle's gift



for visual storytelling, sensory approach to materials, and bold but nuanced use of colour. The two design businesses may work in different disciplines, but they share a common approach and aesthetic. There's a personal connection, too. Tatiana and Olivia met while studying at the University of Leeds and have remained close ever since, with Tatjana serving as godmother to Olivia's second son, and her first acting as page at Tatjana and Gayle's wedding.

"It was an absolute joy to work with Sella Concept. We have spent many evenings over the years discussing our businesses and our shared love of design, so to actually collaborate with them on a project of this scale felt like a really important milestone in both our careers. Sella Concept are at the forefront of an exciting design movement and their talent is palpable; their approach is so modern and they genuinely love what they do, which is an incredibly inspiring energy to be around. It felt really special to be able to see my brand through their eyes and their interpretation of the OvH world. The space feels like the start of a new handwriting for Olivia von Halle."

– Olivia von Halle, designer



Sella Concept founders Gayle Noonan (L) and Tatjana von Stein (R) in Olivia von Halle pyjamas.



Following their signature brand-driven design process, Sella's two creative starting points for the 65sqm space were the brands initials, OvH, and one of Tatjana's favourite pieces – the yellow-and-white striped silk Capability robe, which informed the colour palette: yellow and champagne-toned off white.

Deliberately designed to be bold but neutral enough to allow the garments to sing, Sella's palette plays out over rich textures and fabrics, and material combinations of mirrors, carpet and velvet add a sense of opulence and decadence.

Sella designed two high-gloss metal rails based on a 3D elevation of the initials, one incorporating a yellow velvet seat; the other a disc of Altrock terrazzo. The V shape is continued throughout the space featuring on the mirror-lined threshold into the till area, and the curtained openings to the changing rooms, where the yellow floors seem to flow seamlessly into fully carpeted walls.



Bespoke rails incorporating OvH initials with a yellow velvet seat (L) and disc of Altrock terrazzo (R).

Working within the constraints of an open-plan department store floorplan, where spaces have to flow into one another and brands cannot simply be sectioned off, Sella have cleverly managed to maintain the fluidity of the shop floor while also



creating a distinctive OvH brand zone. Using mirrors and carpet to create a partition within the space, Sella have also broken the concession into defined areas, helping to organise the customer experience and introduce an air of ceremony to the journey to the till.

“Our aim was to create something impactful and design a space that would stand out on an open floor surrounded by other brands. We want the shoppers to stop and be transported within Olivia’s space, to stay and linger, and to get a sense of timeless elegance with a hint of the outrageous – which is what the Olivia von Halle brand represents to us.”

– Tatiana von Stein, co-founder, Sella Concept



The warm yellow colour palette is particularly pronounced in the changing rooms.

The opening of Olivia von Halle Harrods is marked with the launch of an exclusive loungewear collection – The Birds of Paradise – inspired by the luxurious 1970s exuberance of Studio 54. The new collection features 13 pieces crafted from silks and silk velvets and finished with signature OvH prints, elaborate embroidery and embellishments.

The Olivia von Halle concession is open now in Lingerie, First Floor, Harrods.



Notes to editors

For more images of the Olivia von Halle shop in Harrods and interviews with Sella, please contact Sabine Zetteler at sabine@zetteler.co.uk or on +44 (0)20 3735 5855.

About Sella Concept

Founded in 2016 by Tatjana von Stein and Gayle Noonan, Sella's work encompasses interiors, branding, set design and curation. Projects include offices, workspaces, retail and other commercial spaces, restaurants and bars, hotels and members' clubs.

sella-concept.com

[instagram.com/sella.concep](https://www.instagram.com/sella.concep)

About Olivia von Halle

Olivia von Halle is a cult luxury British silk brand whose name has become synonymous with reinventing silk pyjamas and disrupting the nightwear market. After launching at London Fashion Week in 2011, the brand has grown to include ready-to-wear, as well as its signature pyjamas, robes, kimonos, slip dresses, nightshirts and eye masks and produces three collections a year. Olivia von Halle is sold in more than 120 stores across 26 countries – including its own flagship store in Chelsea, and now in Harrods.

oliviavonhalle.com

[instagram.com/oliviavonhalle](https://www.instagram.com/oliviavonhalle)

About Harrods

Harrods began as a wholesale grocers and tea merchant in east London, opening its doors in 1834. Since then, it has grown to become the world's most famous department store, known for its unrivalled range of luxury merchandise. As well as exclusive brands and multiple departments, one of Harrods' most renowned attributes is its unparalleled service. The store continues to be guided by its philosophy of 'anything is possible' and, to this day, its customers remain at the heart of everything Harrods does.

harrods.com

[instagram.com/harrods](https://www.instagram.com/harrods)