

# ABSOLUTELY

NOTTING HILL & KENSINGTON

MAY 2017 / £3.95

## TIE THE KNOT

*Wedding venues with the wow factor*

## MATCHBOX MAN

AARON KASMIN'S NEW DRAWINGS

## BOHO BLISS

A NEW HOME FOR TALITHA

# London in BLOOM

ALL HAIL THE FLOWER SHOW

STYLISH / INTELLIGENT / ELEGANT



# Bohemian RHAPSODY

*Talitha's* new lifestyle store opens in Notting Hill this month and it's possibly the most beautiful shop in the world. *Absolutely* takes a look

Words PEARL BOYD

Co-founders of fashion brand Talitha Kim Hersov and Shon Randhawa have opened a new shop that extends their brand into homewares.

Working collaboratively with friend and interior designer Hubert Zandberg, they have created an innovative lifestyle experience. Designed to resemble a bedroom and living room, the space is intended as a haven for friends and clients alike.

A considered curation of lifestyle and homeware items - all available for sale - fill the space, complementing the world and wardrobe of the Talitha woman. Likeminded brands including family-owned heritage textiles company Tibor and charitable craft project Madwa can be found within the space, which will continue to evolve each season to consistently offer a new experience.

On exploring an alternative approach to retail, co-founder Kim Hersov said: "We were lucky enough to work with our great friend Hubert to create a space that would allow our client to understand our





●●  
*The space* **ALLOWS**  
*OUR CLIENT to*  
*understand* **OUR**  
**WHOLE WORLD**  
*and shop it*  
 ●●

whole world and shop it all in one place, from the Talitha collection to interiors to homeware accessories, furniture and gifts. I want women to come in and feel comfortable to try things on as if they're at home with friends." Shon Randhawa adds: "We are thrilled to be realising our ambitions for the business in opening our own retail space."

The space marks the first foray into bricks and mortar retail for Talitha and into lifestyle retail for Zandberg, who traditionally works with homes and has previously designed living spaces for both Talitha founders. Hubert said of the project: "It was a joy to bring to life Talitha's rich, eclectic vision for the space their woman inhabits, with all its opulence and eccentricities. Sourcing one-of-a-kind lifestyle pieces for the space was a delightful process." ♦



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