

# **CURATED VINTAGE FURNITURE STUDIO BÉTON BRUT TAKES UP RESIDENCY AT PAUL SMITH MAYFAIR SHOP**

**The Paul Smith London flagship shop, No. 9 Albemarle Street, will become the new location for Béton Brut to showcase its collection of vintage furniture and homewares, curated by design dealer Sophie Pearce.**

Installed this summer, the residency will officially launch in September as part of London Design Festival – now in its 20th anniversary year. With a special set-up for LDF, Béton Brut will evolve its monochrome palette and embrace colour, in response to Paul Smith's signature eclecticism.

Located in the dedicated furniture and art space at Paul Smith's Albemarle Street lower ground floor, Béton Brut will present rare and unique pieces dating from the 18th to the 20th century, with the edit refreshed regularly. The initial selection will include desks, lighting, sofas, screens, chairs, sculptures and more, all hand-picked with the unique Mayfair shop space in mind.

Named for the brutalist building technique coined by Le Corbusier, which translates as "raw concrete", Béton Brut was founded in East London in 2013 as a modern design shop, prop house and photographic studio, with every piece sourced by Pearce. The brand describes its offering – predominantly 20th century – as "honest, sculptural and uncompromising", with roots in modernism.

The residency, set to be a long-term arrangement, reflects Paul's lifelong appreciation for design and interiors and follows the recent launch of the brand's own homewares collection and home fragrance launch.

## **About Paul Smith**

Paul Smith is Britain's leading independent design company.

Paul Smith champions positivity, curiosity and creativity. These qualities underpin every Paul Smith design, whether it's a shirt, a shop or a special collaboration.

Paul Smith is a British company with a global outlook. What began in a small, three-by-three metre shop in Nottingham, England in 1970 has grown to 130 shops and counting around the world, with locations in over 60 countries.

[@paulsmithdesign](https://www.instagram.com/paulsmithdesign)

## **About Béton Brut**

Béton Brut is a vintage design gallery and prop house in East London.

Béton Brut presents rare architect-led furniture and lighting from Europe and Japan.

The collection, curated by design dealer Sophie Pearce, is available for purchase and hire. The team works with individuals and the trade to source, restore and curate.

Founder Sophie Pearce is a respected collector of vintage design. With a global following, she pulls pieces from different design moments into a unified and sculptural aesthetic. "Hugely influential on the collecting scene, whatever her impeccable eye singles out – be it furniture, lighting or artworks – inevitably becomes highly sought after." [Elle Decoration, May 2021].

[www.betonbrut.co.uk](http://www.betonbrut.co.uk) [@betonbrutlondon](https://www.instagram.com/betonbrutlondon)

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