

SHOWROOMS

# MatchesFashion.com's London HQ Feels Like a Private Townhouse

The new space includes the debut of a playful furniture line by artist John Booth

TEXT BY [DAN THAWLEY](#) · Posted November 6, 2018



A room in Matchesfashion.com's new London headquarters.

Photo: Cat Garcia



[...] Dotted throughout the stairwell, neoclassical busts by British artist Nick Hornby echo their classical surrounds. “It’s an anamorphic projection of Michelangelo’s David extruded to just short of 6 degrees,” explains Hornby of MatchesFashion.com’s new commission: an aerodynamic white suspension that hangs above the first-floor stoop. “When I saw the skirting and the architraves, I thought there would be a wonderful visual echo between the profile of the face and the architecture,” he says.

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