

# THE SHAPE OF THINGS TO COME



**T**he impossibly stylish French designer Guillaume Alan joined the Mayfair design scene in 2012, and has since made an elegant impression on the area. His signature monochromatic minimalism translates through to his new A/W14 collection, which embodies 18th-century design principles and timeless 21st-century aesthetics, and plays to the

brand's ideals of French decadence with a hint of English refinement, to give it an overall subtle, contemporary feel. His softly structured pieces feature the very finest details such as a Béluga finish and Savile Row wool made in Scotland, and would make an understated yet alluring impression on any home. ■

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‘His softly structured pieces feature the very finest details’

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