

Atelier100 - London's new hyper-local retail space

Backed by H&M and Ingka Group, the first [Atelier100](#) space has opened its doors to showcase London-based designers and creatives. The new London space, which is located at Livat Hammersmith and officially opened to the public in June 2022, is the result of a first-of-its-kind collaboration between the Swedish retail giants.

Atelier100 - by Londoners, for Londoners

Atelier100 represents a new sustainable and 'hyper-local' approach to retail - the project launched in April with an open call for creatives, makers and manufacturers living within 100km of central London to share their innovative product ideas.

Speaking at the launch Marcus Engman, Chief Creative Officer at Ingka Group, the largest IKEA franchisee, said, "It is a proud moment to see the first Atelier100 open its doors. Every part of the space has a story, from the locally-sourced products on the shelves to the recycled material used to make the space itself. It will be ever-evolving and I am excited to see how the creatives on the programme make Atelier100 their own come autumn."

Camilla Henriksson, Global Brand Manager at H&M said, "I am thrilled to be here and to meet in person the creatives that we will be working closely with in the coming months. This is just the beginning of the journey for Atelier100, we look forward to seeing the impact this pilot has on the London design community."

First Atelier100 collection to launch in November

The first Atelier100 collection will launch in November 2022, showcasing the newly-designed local product range. This will coincide with the launch of a new Atelier100 ecommerce store. In the meantime, the shop will continue to showcase a range of products designed and manufactured by London-based creatives.

Ella Rush and Kiah Bibby, students from London are two of the creatives on the Atelier100 programme. The friends have together created unique handmade jewellery pieces using thermochromic materials under their brand Gum LdN. "When we saw the open call to apply for Atelier100 we knew we couldn't miss the opportunity. We are already so proud of what we've done with Gum, but through Atelier100 we will get mentorship, funding and the chance to collaborate with other creatives on similar journeys to bring our business to the next level. That's what excites us the most."

Atelier100 comes to Livat Hammersmith

Located at Livat Hammersmith, the Atelier100 space features an innovative design that reflects the project's hyper-local philosophy - this includes the use of recycled materials from

Topshop's former flagship Oxford Street space, which was purchased by IKEA in October 2021.

The space has been designed with multi-functionality in mind, able to act not only as a space in which to sell products but also host workshops, talks and events. The designers have likened the Atelier100 space to a temporary exhibition space that will constantly evolve to reflect the personalities of the local creatives, their products and the local community.

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Notes to editors:

For more information about Atelier100 visit: www.atelier100.com | @Atelier100official

For more information about Livat Hammersmith visit: www.livat.com/en/hammersmith/

For interview opportunities, further information and images, contact: press@atelier100.com

Atelier100 space address: Atelier100, Livat Hammersmith, King St, London W6 9HW

Opening times: 10am-7pm (Monday-Saturday), 11am-5pm (Sunday)