



01

- 01 primary retail space
- 02 front entrance



02

2016 | **ledbury**

Ledbury engaged SMBW to design their flagship retail store and corporate headquarters. A native Richmond company with international visibility, Ledbury wanted to be an active participant in the revitalization of the Broad Street retail corridor. They chose an existing four story mercantile building, originally built in 1900, as their flagship location. SMBW worked closely with the Ledbury team to craft both a signature retail space as well as dynamic corporate work space. The retail floor was designed to showcase their growing ready to wear apparel, as well as their bespoke and made to measure operations, incorporating the craft of custom shirt making into the retail experience.

The office workspace, located on the two floors above retail, support the apparel design teams, customer service and product marketing. It is a fully realized workshop with new product designs and materials being conceived in the office floors above, while the bespoke tailor crafts the custom products below. This is all fronted by the ready to wear retail clothing that greets you directly off the resurgent Broad Street retail corridor. Ledbury now joins other Richmond based businesses that are creating a vibrant urban streetscape from VCU to MCV.



01



02



03

- 01 made to measure client lounge
- 02 open office area
- 03 employee lounge
- 04 custom retail display



04