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Regent Street Windows

Squire and Partners designed for the RIBA Regent Street Windows Project two sculptures and a life-size cast bronze sheep who invites an element of playfulness and interaction.

[News](#)

Photography
[James Jones](#)

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Squire and Partners' RIBA Regent Street Windows design for Brooks Brothers was conceived following a discussion about shared values of heritage, craftsmanship and quality.

The concept draws on the iconic Golden Fleece, the historical symbol of wool merchants and the Brooks Brothers trademark since 1850.



↑ Squire and Partners, RIBA Regent Street Windows, Brooks Brothers, London

The installation features two crafted sculptures comprised of the over eight hundred handmade sheep suspended on golden threads which combine to make two Golden Fleece. One sheep chandelier is encased in a box lined with hand applied Dutch Gold leaf, the other in blue pinstripe. The two sheep mirror each other in separate windows providing a shimmering spectacle for passers-by.

←

Squire and Partners, RIBA Regent Street Windows, Brooks Brothers, London



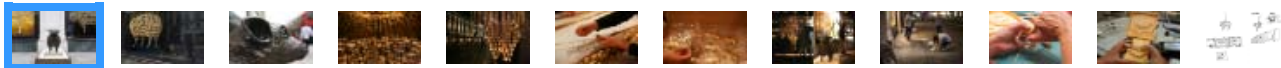
Outside on Regent Street, a trail of chalk hoof prints lead from the two store entrances to ‘Madison’, a life-size cast bronze sheep grazing on the pavement, providing an element of playfulness and interaction. The bespoke bronze sculpture was commissioned for the Regent Street Windows Project and created by British sculptor Jonathan Sanders.

The full installation will be on display until 21 September during London Design Festival, London Fashion Week and Vogue Fashion’s Night Out, after which it will be transported to Brooks Brothers stores around the globe starting with Milan.



↑ Squire and Partners, RIBA Regent Street Windows, Brooks Brothers, London

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until September 21, 2014

Regent Street Windows Project 2014, London

Architects: [Squire and Partners](#)

Shopfitting: Marangoni Design (Milan)

Engineers: Heyne Tillet Steel

Sculptor (bronze cast sheep): Jonathan Sanders

Foundry (bronze cast sheep): Nelson & Forbes

Gold leafing: Hare & Humphries

Metallisation (hanging sheep): VMC Limited