

## South Molton Street Building by DSDHA

Posted by Erin on July 2nd, 2013

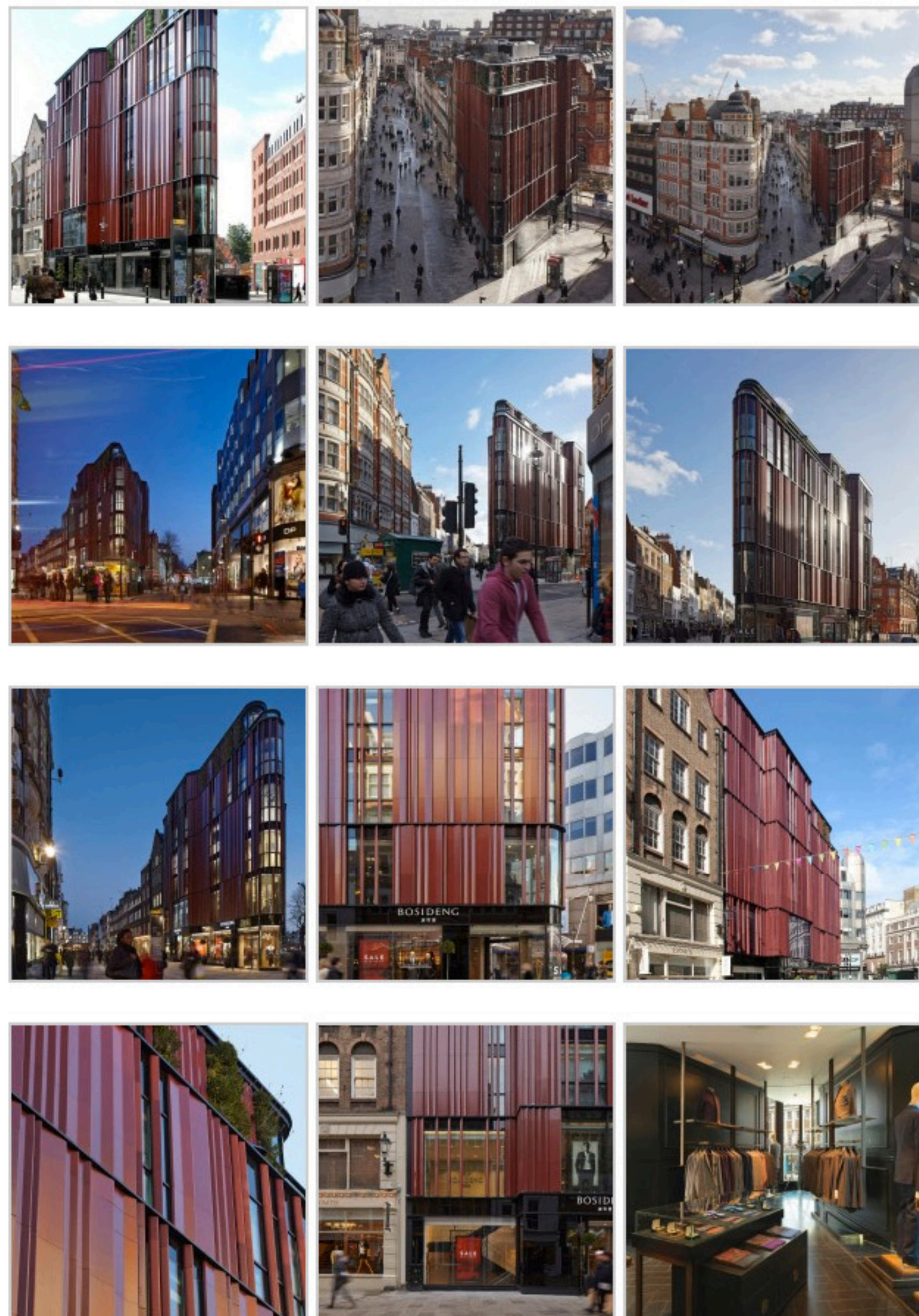
DSDHA have designed the South Molton Street Building in London, England.



### Description

DSDHA's flagship store in Mayfair for Chinese retailer Bosideng, was delivered in time for the London 2012 Olympics, in under 9 months. The six-storey, £6 million building at the junction of South Molton Street and Oxford Street was awarded planning permission by Westminster City Council after a limited competition. The mixed-use building, which includes residential, office and retail houses the first European headquarters of the menswear label, and was completed by a team who all rose to the challenge of creating this high quality, bespoke terracotta building.

DSDHA's design responds to its unique Mayfair position and proximity to the historic route of the buried River Tyburn and creates a new local landmark to help wayfinding. Westminster City Council said the building would "undoubtedly add further style and elegance to one of the most fashionable streets in London."



Design: [DSDHA](#)  
 Photography: [Dennis Gilbert](#)

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