

# THE VINSON VIEW

Quality maniac and master shopper Nick Vinson on the who, what, when, where and why



## A LITTLE OF WHAT YOU'LL FIND AT STORE.WALLPAPER.COM

Finely formed porcelain, flatware, crystal and glass to set your table to dine or entertain in style.

Trays, ice buckets, wine coolers, pitchers and glasses, bottle openers and stoppers, to mix your tipples of choice.

Stationery, storage, lamps, paperweights, letter openers and staplers for the best-looking desks.

Tools for the bar, the table and for grooming, plus the best home technology and electronics.

Blankets, cushions, napkins and table linens, plus wallcoverings, including wallpaper.

Luggage and bags, plus cases and covers for your tablets, phones, chargers, passports, tickets and currency.

Table and floor lamps, small tables, clocks, vases, trays and objects for your living room.

A top selection of gifts for him, for her, for you and for every possible celebration and holiday.

The impossible to get hold of, the hard to find, the rare and the unique, plus everyday essentials.

## 01 Counter productive

What's in store for Picky Nicky and the Wallpaper\* team

If you visited Wallpaper\* Handmade at the Wallpaper\* Arcade or our 'Handmade: 5 years of gastro greats' at Expo Gate during this year's Salone del Mobile, you may have spotted our teaser video for WallpaperSTORE\*, our new e-commerce project soon to be delivering the best in design to homes and offices around the globe. After a few years of planning, we secretly started working on it last summer and I for one think I may have found my dream job (as if being a columnist for Wallpaper\* was not fun enough). Picky Nicky is now officially GMM – that's general merchandising manager, an old-school department store title – so basically I get to curate our offer, scouring the world for the refined stuff for you to surround yourselves with.

Naturally, we spent many months working on the site design – think clean layouts, great photography, bespoke fonts and industry-leading functionality and usability. Our award-winning art directors and digital designers worked alongside the in-house digital design team from The Level Group, our Milan based e-partner, to perfect everything so that it not only looks fantastic but works flawlessly.

But the really fun part was drawing up a list of brands, designers and makers to approach, sharing our top secret project

with them, and then being chuffed to bits by their excitement and enthusiasm as, like us, they understand there is a massive gap in the market for an expertly edited selection of the best the world can offer.

Picking what to stock? Well, that's Picky Nicky's speciality. I can draw from a well-trained global army of Wallpaper\* editors, who feed in ideas, find new talent and discover brands before anyone else. I also have a no-compromise approach to getting what I want, and as some very lovely things are already relatively easy to get hold of, at least in some major cities, we have gone a step further, persuading brands to give us new products months before they present them at trade fairs, developing special colours and finishes, and best of all, bringing back to the market favourite objects designed by the masters but not currently in production.

You can read about WallpaperSTORE\* in next month's issue and, if you turn to page 120, you will get some idea of what's coming. I won't spoil the surprise, but for the best in tabletop and entertaining, textiles and wallcoverings, home fragrance, lighting, barware, desktop and stationery, grooming, technology and travel goods, trust me, you will find them only at store.wallpaper.com, where you can also sign up for our newsletter. And while you're at it, follow us on Instagram at @store.wallpaper.



## 02

### Wallpaper\* Handmade

A selection of the amazing products we've commissioned for our Handmade project over the past six years will now be offered for sale exclusively at WallpaperSTORE\*.



## 03

### Delivering everywhere soon

Wallpaper\* is read in 93 countries, so naturally we will be delivering worldwide.