



# AVER

PANTECHNICON

Aver Insight

**The Pantechnicon: A convergence of Nordic & Japanese culture in Belgravia**

September 2021



# The Pantechnicon: an overview

- A stylish concept store and dining destination where Nordic and Japanese cultures meet.
- The venue opened in 2020 and offers an alternative take on the traditional department store, with an aim to be a place to share and enjoy art, design and culture
- Seeing the 'less is more' approach in both cultures allows them to fit together seamlessly. The final restaurant, Sachi, has just opened



# The offer



- Spanning 12,000 sq ft. across five floors, the Pantechnicon offers a mix of quality retail, F&B and workshops, in a large open-plan space
- Designed to be a “dwell space”, where people come to spend a few hours.
- Café Kitsuné is an all-day café with Japanese touches; sushi restaurant Sachi is also inspired by the flavours of Japan. Eldr is a Nordic restaurant with a bright and spacious rooftop garden and bar



# History

- Located on Belgravia's high-end Motcomb Street, the Pantechnicon is a grade II listed building designed in a 'Greek Revival' style. Built in the 1830s, it was originally a bazaar/warehouse for the storage of furniture
- It has been redeveloped between 2015 and 2020 with architectural renovation being completed by Farrells. The building is let by Grosvenor to Pantechnicon (London) Limited, which is owned by the Cubitt House group, operators of award-winning hospitality venues across central London



# Workshops

Bricks and mortar retail and particularly department stores, have faced a challenging few years. Experts have suggested that large operators need to focus on experiential retail and expand in-store offerings to entice customers.

The Pantechicon has seized on this advice. Most customers visit for workshops, before enjoying lunch in the sun or evening cocktails.

Workshops include:

- Pairing cheese and sake
- Japanese tea and sweets
- Matcha tea tasting (free)
- Japanese cocktail tasting
- Saka / whiskey tasting



# Where to eat: Café Kitsuné, Sachi and Eldr



**Café Kitsuné** was conceived in Tokyo by the famous Japanese-French record label. Situated at the entrance, guests are immediately drawn to the array of pastries featuring Japanese accents.

Located on the lower ground floor, **Sachi** is a celebration of regional Japanese food, culture and craft. It features a sushi counter, private dining areas and a bar/lounge area inspired by Tokyo's speakeasies, with a sake sommelier on hand.



**Eldr** offers Nordic sharing plates, cooked by curing and pickling. The top floor is home to a rooftop garden which feels like a botanical oasis in the heart of London with views of Belgravia.



# Where to shop: Edit, Studio and Sakaya

The Panttechnicon offers three retailers, each offering a variety of unique, quality-made goods in an up-market bazaar style layout.

**Edit** on the ground floor offers a variety of luxury books, stationary, skincare products and scents.



At **Studio**, one can find everything from fashion brands, jewelry and Japanese knives.



**Sakaya** is the Panttechnicon's own bottle shop which sells Japan's finest whiskey and sake.



# Brand messaging

In choosing which retailers to stock, the Pantechicon focuses on three key brand messages: sustainability, quality and a unique brand story. Below are examples of how brands incorporate these themes.

## Sustainability:

- Renewable materials
- Lower carbon footprints
- Recycling programs.

## Quality:

- Handmade
- Locally sourced
- Durable materials.

## Unique brand story:

- From bike sellers matching sales with bicycle donations in Africa, to fragrances created as artistic responses to existential human questions.

## Carbon footprint in context

<b>80.00 tons</b>	CO2e	Newbuild two bed cottage
<b>35.00 tons</b>	CO2e	Land Rover Discovery, top of the range
<b>6.00 tons</b>	CO2e	Citroen C1, basic spec
<b>5.50 tons</b>	CO2e	Return Flight London to San Francisco
<b>0.60 tons</b>	CO2e	Return flight London to Berlin
<b>394.00 kg</b>	CO2e	16-inch MacBook Pro, 512GB
<b>90.00 kg</b>	CO2e	Average Sofa
<b>85.00 kg</b>	CO2e	iPhone 12 256GB
<b>72.00 kg</b>	CO2e	Average desk chair
<b>33.40 kg</b>	CO2e	Levi 501 jeans
<b>29.94 kg</b>	CO2e	Patagonia Talus jacket
<b>19.20 kg</b>	CO2e	Car journey (London KX to Bristol)
<b>15.00 kg</b>	CO2e	White Cotton T-Shirt
<b>8.82 kg</b>	CO2e	Roscomar Court Recycled leather
<b>6.37 kg</b>	CO2e	Roscomar Court 5050
<b>5.28 kg</b>	CO2e	Roscomar Court 5050 vegan
<b>3.40 kg</b>	CO2e	Big Mac cheeseburger
<b>1.20 kg</b>	CO2e	Hardback book 500g
<b>0.68 kg</b>	CO2e	Beyond Meat Burger
<b>0.20 kg</b>	CO2e	6.43km London underground journey
<b>0.11 kg</b>	CO2e	Paper coffee cup
<b>50.00 g</b>	CO2e	Email with photo or large attachment
<b>1.55 g</b>	CO2e / min	Scrolling through Instagram feed
<b>0.30 g</b>	CO2e	Spam email
<b>0.28 g</b>	CO2e	Publishing an Instagram Story

ROSCOMAR



# The life of the department store and success of the Pantechicon

- Over the last few years, department stores have struggled, with the likes of House of Fraser and Debenhams falling into administration, while John Lewis and M&S have also faced difficulties. According to a recent CoStar report, there are 83% fewer department stores in the UK compared to just five years ago
- The Pantechicon aims to redefine the retail experience. Rather than comparing itself to traditional department stores, the focus is on attracting customers through cultural experiences and unique workshops. In doing so, it positions itself in an altogether different market to stores like Selfridges, which are limited to retail, or Eataly which has a sole focus on F&B
- The aim is successful as the identity of the Pantechicon is unique, yet targeted. While there is variety, the experience feels intimate. One can scan the building quickly, or 'dwell' for longer attending workshops and enjoying the sun outside Café Kistuné
- The prices will keep out those who cannot afford it: the website offers links for gifts 'under £100', as opposed to the usual £20. Meanwhile, buying two pastries and one juice cost an eye-watering £15
- The Pantechicon is a success. It is appropriate for its location, with high-end products, food and service. The contemporary and botanical interior creates a calm vibe. It is a good example of how department stores can be re-imagined



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