

# COOL SHOPS LONDON

The image shows a modern jewelry store interior. The main feature is a long wall of illuminated display cases in various sizes and orientations, some containing jewelry. The lighting is warm and focused on the displays. In the foreground, there are dark, contemporary chairs and a table. The overall aesthetic is sleek and sophisticated.

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# Magma

Design: Julie Blum InsideOut Systems

117-119 Clerkenwell Road | Clerkenwell, EC1R 5BY

Phone: +44 20 7242 9503

[www.magmabooks.com](http://www.magmabooks.com)

Subway: Chancery Lane, Farringdon

Opening hours: Mon-Sat 10 am to 7 pm

Products: Design and visual arts books, magazines, DVDs, toys, T-shirts, stationery and many other unusual and exciting products

Special features: Bespoke designed shelving system combined with feature lighting details to provide a space for inspiration





# Playlounge

Design: Julie Blum / InsideOut Systems

19 Beak Street | Soho, W1P 9RF

Phone: +44 20 7287 7073

[www.playlounge.co.uk](http://www.playlounge.co.uk)

Subway: Piccadilly Circus, Oxford Circus

Opening Hours: Mon–Sat 10:30 am to 7 pm, Sun 12 noon to 5 pm

Products: Design-conscious toys, games, products, picture books, stationery

Special features: Playlounge is a space where design, art and illustration fuse with toy culture, providing an environment where everyone can play regardless of age or gender





DIY QEE





