

REVIEW



You ever have one of those days where aimless meandering leads you to find untold and unexpected riches?

We were out and about in the London Fields area on Saturday, and had exactly that sort of experience when we stumbled across the brilliant and wonderful The Dog & Wardrobe.

It's a little shop that only opens on Saturdays, from 10 to 5 (though you can visit by appointment during the week) and is crammed full with vintage and contemporary furniture and curios, as well as contemporary art and fashion. You could pick up an old canvas backpack, a Decemberists screenprint, a vintage animal skull, a retro tricycle, and... well, the list goes on and on. It's one of those shops you just want to hug.

The stock changes constantly, so there's always something new to check out. And the owners of the store, Vishal Gohel and Jane Money also offer a full spec design service.

Deeply lovely.

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PRESS RELEASE

The Dog & Wardrobe Has Arrived

We all pride ourselves to some extent for finding those hidden gems – be it a shop, a clothing label that nobody’s heard of, pieces of furniture you found during a trip abroad. But of course finding these things is a devoted exercise that requires a fastidious eye. And so to come across a boutique like the Dog and Wardrobe is a welcome saviour.

Real-life partners V and Jane, with their equally impressive backgrounds in retail and fashion have brought together their years of experience and eye for detail in this exceptional boutique. A weekend addition to Broadway Market’s hustle and bustle with the permanent presence of Porto (the little dog in question) and their beautifully converted wardrobes for a dressing room.

The shop offers a selection of furniture, guerrilla art, clothing and footwear which has been carefully selected by these industry experts, sourced by them directly from places that they have visited, locally and abroad. Their collection changes seasonally, weekly even and you can’t help but feel that real thought has gone into these pieces. In today’s mass-producing climate where the high-street is taking over, it’s like a breath of fresh air.

At the heart of London’s East End art scene, the Dog & Wardrobe reflects the eclectic and imaginative vibe of the area.

“Its just a bit of fun really – to supply nice things to our local neighbourhood, to be more involved with the local community and part of the creative vibe in this area.” says Jane simply.

And that seems to be exactly what makes the store so appealing, another London secret for those in the know. And what nicer way to spend your weekend than finding original gems for your home and closet in the company of little Porto?

Emma Smith – Vogue Nippon