

Case Study

Client HR Owen Sports Cars Ltd
Location Old Brompton Road, SW7
Project Refurbishment of Ferrari Showroom

EHW were commissioned to design and project manage HR Owen's main Ferrari showroom on Old Brompton Road in South Kensington.

After a full refurbishment and a more recent corporate upgrade, the showroom meets Ferrari's global corporate identity standards, designed to provide a welcoming environment for customers to enjoy the whole ownership experience both during and after purchase. Critical to the new concept is the configuration room where clients can personalise their Ferrari to their unique specification and requirements.

The showroom has two floors incorporating the new Ferrari concept, developed by Ferrari in collaboration with the Italian design studio Fortebis, which was designed specifically by **EHW** for this prestigious site.

