52 HOLMES ROAD, KENTISH TOWN

**APPENDIX 1 – OCCUPIER STATEMENT**

Background

1. Maison Henry Bertrand (England) Ltd, who trade as Henry Bertrand, have been based in the Borough of Camden since they moved from Regent St in 1983.
2. Initially based in Cleveland Street they had 3 employees which grew to 5 employees as the business expanded.  The company then moved to 324 Euston Road on a single ground floor level.  As the company expanded in this period, the company grew to 9 employees.  In 1989 the company then moved to Judd St initially on two levels at 108-110 and then also at 106 Judd St.  During this period the staff grew to 12.  Then in 1993 the company bought 11-13 Melton St where growth continued where the staff team grew to 21, however during this period 3 of these staff were redeployed to open the Chelsea Harbour Interiors Showroom.   In 2003 the company sold Melton Street and purchased the current company headquarters in Holmes Road.
3. Since the 1980s the company has needed to regularly change its orientation and transform to meet the requirements of a changing customer base.  Once dependent on the fashion industry around Margaret Street and Great Titchfield Street, it was then focussed on British designers and ateliers.  Maison Henry Bertrand has witnessed times of great change.  Today the company sells globally, focused on fashion designers and *pret a porter*, interior designers, hotel and palace designers, costume and set designers for Film, Theatre, Opera and Ballet.  Whilst once Maison Henry Bertrand bought silk as a commodity and converted it into a largely stocked range of basic items, today the firm is known for a large range of classical, whimsical and luxury products.  Hence the requirement for stock space has been diminished as Maison Henry Bertrand orders more to customer requirement and expect suppliers/weavers to retain stock positions.  The company’s stock levels are now at 60-75% of previous periods.

Deficiencies in the Current Layout

1. The current layout is ineffective, and the opportunity to recreate a more effective layout is overdue.
2. At the moment the company has two very large areas of toilet space and this could be more effectively achieved with a 50-75% reduction with unisex cabins and a joint washing area. The unit also has 2 staircases, both of which take up floorspace. One staircase has a very large footprint and area which is excessive and unproductive.
3. The round showroom is airless and wastes space and needs to be replaced by an interior showroom and a fashion showroom.

Opportunities Created by the New Scheme

1. Maison Henry Bertrand believes the new layout will significantly raise employment and activity. Space can be used more efficiently as stock will take up less floorspace in the basement.
2. By locating the ancillary meeting rooms and showrooms nearer the front, the premises would function more efficiently and be more attractive for our clients to visit. The new fashion showroom is intended to include regional and artisanal woven products from outside London as a service to the London fashion industry.
3. In addition, the new interiors showroom will continue to build on luxury products that the company already represents and is envisaged to include luxury wallcoverings, curtain poles, furniture and lighting.
4. Maison Henry Bertrand believes the development of creative hubs such as this in Camden will excite the local trade and the company will continue to see a growth in customer demand.   The gradual demise of retail textile space in the Centre of London and the fact that other companies have chosen to leave Central London entirely highlights the needs for these resources to be improved in the Borough, so that they can grow, develop and provide much-needed employment.

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