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TAILOR MADE

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Designer Chris Goddard creates a worldly experience for shoppers at Hubbard Clothing Co. in Rogers



Donnie Hubbard had only two simple requests when he hired his friend Chris Goddard of Goddard Design Group to create the interiors of his Rogers men's store: A place to hang clothes and lockers in the private lounge area. Known for his expertise in high-end and luxury design, Chris created a story that tells the tale of Hubbard Clothing Co. "When you walk in the door, you feel like you've been transported to Madison Avenue or a shop in Europe," Chris says of the design that started with antique oil paintings, which can be seen in a number of applications throughout the space. Here's how he designed three distinct areas that function together for the ultimate luxury shopping experience.





THE STORE

Hubbard Clothing Co. features men's clothing selections from around the globe, so it was important the design of the shop reflected this cosmopolitan influence. Chris custom designed all of the display pieces, allowing him to carry his vision throughout even the smallest details. Solid black backgrounds allow the clothes to stand out, while the incorporation of plaids and leather lend what the designer calls an "English country house feel" to the overall look—thus adding to its worldliness.



THE LOUNGE

In the private lounge area, which is accessed by walking through a custom-built armoire, the theme continues. “This is really like a gentleman’s speakeasy,” Chris says of the secluded space that occupies one third of the store’s square footage. A series of wall lockers store liquor with watchful eyes peeking through each of the oversized keyholes. Similarly, oil paintings (and a 1950s mounted Dall sheep) look down from the wall space above a red Chesterfield sofa. Finally, a billiards table invites endless games and fosters the communal sense of camaraderie that seems to flow through the shop.





THE BARBER SHOP

Hubbard's bespoke barber shop, which is manned by Italian barber Gaetano Mariconi, is no different in feel than the rest of the store. Again, reflecting the inspirational oil portraits, a paper created from Polaroids that Andy Warhol took of himself with different haircuts and wigs covers the front of the washstand, giving the feel of eyes looking out at clients who are in the chair for a trim. The rich black walls lend a cozy, private feel that adds to the complete luxury experience of a shop and a shave.



Above: The most captivating feature of the showroom's space may be the dressing rooms, a series of four freestanding, cylindrical spaces that are enveloped in velvet curtains, the interiors of which feature Japanese imagery.