



Born in Harlow in Hertfordshire, trips to the capital were a regular occurrence for Victoria growing up. After living in Los Angeles from 2006, the Beckham clan – David, Victoria, Brooklyn, Cruz, Romeo and Harper – are now settled in Kensington, so it was “really important” for the first store to be located in London.

“I love travelling, I really do, but I’m very proud to be from London. London is the most beautiful and inspiring city in the world so, for me, there was no doubt about where the first store would be,” she smiles.

She says Mayfair is “beautiful” and she fell in love with the space, which was previously occupied by sporting store Orvis, immediately.

“I believe in fate, and I found this place and it just felt right.”

The 6,040 sq ft flagship is now open at 36 Dover Street, joining the esteemed ranks of Acne, Dover Street Market and McQ on a street now synonymous with cutting-edge fashion.

“Yesterday, I was standing at the window here looking out and I thought: ‘Wow, a store on Dover Street.’ If someone had said to me five years ago that I would be in this position now, I wouldn’t have believed them,” she says.



After dipping her toe in the design world back in 2004 with a line of jeans, Victoria launched her own range of dresses to rave reviews at New York Fashion Week in 2008. She has expanded steadily since then, boasting a celebrity clientele including Eva Longoria, Blake Lively, Julia Roberts and Cameron Diaz.

As we say our goodbyes I congratulate Victoria. The stunning shop is a testament to how far the Spice Girl-turned-WAG-turned-designer has come. “Thank you. I’m really proud of it. This feels like me. This is the blueprint. Who knows where we’ll go from here?”

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