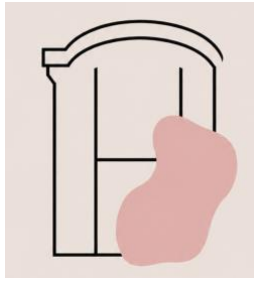


BROWNS x SEEDS



THE HOUSE

15 September – 2 November 2026

This autumn, Browns welcomes SEEDS with THE HOUSE, a new experience bringing together fashion, collectible design, and architecture within Browns' historic London townhouse.

Coinciding with London Design Festival and London's autumn art and fashion calendar, THE HOUSE reflects Browns' ongoing commitment to creating unexpected cultural experiences and bringing together the worlds of fashion, design and art.

Across a series of spaces inspired by the rituals of contemporary living, collectible furniture, lighting, mirrors and objects are presented alongside Browns' fashion, jewellery and accessories. Each room offers a distinct encounter between design and fashion, responding to both the architecture of the townhouse and the way in which its spaces are inhabited.

THE HOUSE transforms Browns into an inhabited environment — a place to arrive, entertain, dress, gather and retreat. Furniture becomes installation, mirrors move between function and sculpture, and fashion becomes part of the composition.

Curated by SEEDS, THE HOUSE brings together works by YONT, James Shaw and Studio Stanley, with each designer contributing to the life and rituals of the house. YONT creates a sculptural DJ booth conceived for the principal entertaining space; James Shaw brings together a convivial bar and stools alongside his distinctive mirrors and vessels; while Studio Stanley introduces a neon light sculpture, bringing an atmospheric intervention into the architecture of the townhouse.

Together, the works move between furniture, sculpture and installation, inhabiting Browns not as isolated gallery pieces but as part of the life of the house — objects to gather around, encounter and live alongside.

Through this dialogue between contemporary design, fashion and architecture, THE HOUSE invites visitors to discover collectible design through the lens of Browns: unexpected, immersive and rooted in the way we live.

Presented during London Design Festival, London Fashion Week, Frieze and PAD.

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Browns

SEE••DS

DESIGNERS

YONT

Berlin-based YONT, founded by Serdar Ayvaz and Coşan Karadeniz, works across furniture, interiors and scenography. Rooted in architecture, the studio approaches design through material experimentation, atmosphere and a dialogue between digital processes and physical making. Its work has a particularly strong relationship with music and club culture, with projects encompassing sculptural DJ booths, listening stations and furniture. YONT's objects blur the boundaries between furniture, sculpture and sound, combining functional purpose with a distinctive material and architectural presence.

For THE HOUSE, YONT presents a sculptural DJ booth, transforming the principal room into a space for music, gathering and entertainment.

JAMES SHAW

London-based designer and maker James Shaw explores materials through an experimental, hands-on practice, questioning conventional approaches to how objects are made and the resources from which they are produced. He is particularly known for transforming waste plastics using tools and processes developed within his studio, including his distinctive Plastic Baroque works. Shaw's work is held in permanent collections including MoMA, the V&A, Design Museum Gent and the Museum of London.

For THE HOUSE, Shaw creates a convivial arrangement of bar and stools, accompanied by mirrors and vessels, bringing his characteristic combination of colour, material experimentation and playfulness into the domestic setting.

STUDIO STANLEY

Studio Stanley is a Los Angeles-based artistic practice founded by George Stanley McGraw, working with light, electricity and material. Its electrified objects combine hand-bent glass and neon with materials including terracotta, acrylic, aluminium and chrome, occupying a space between sculpture and lighting. Drawing on McGraw's fifteen years working in water and energy infrastructure, the studio explores power as both a physical force and a visible system, using light to soften hard materials, make industrial components feel sensual and turn electricity into an intimate physical experience.

For THE HOUSE, Studio Stanley introduces a neon light sculpture into the townhouse, using colour and illumination as an intervention within its historic architecture.

BROWNS

39 Brook Street, London W1K 4JE

Opening Hours

Monday - Saturday: 10:30am-6:30pm

Sunday: 12:00pm-6:00pm

Presented During:

LONDON
DESIGN
FESTIVAL

LONDON
FASHION
WEEK

FRIEZE

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