



DAWNVALE
GROUP

RESTAURANT+BAR
DESIGN+BUILD



Feya, Knightsbridge

When the beautiful Marylebone bakery, Feya Café decided to open a second location in London, the project's lead designers approached us to help bring their vision to life.

Name: Feya, Knightsbridge
Location: London
Scope: Bar + Restaurant Fit Out

We worked with the FormRoom team to turn the new Knightsbridge venue into an ethereal enchanted forest, with pops of colour, a hint of illusion and an abundance of Insta-worthy features, in keeping with the Marylebone café and sister bakery Dyce's reputation as being an extremely Instagrammable venue for popular influencers.



IT ALL STARTED WITH A DREAM

Brand identity is key for this flagship venue and the ethos for the whole project, "it all started with a dream" informed every aspect of the design and fit out to create an Insta-worthy destination unlike anywhere else in the capital.

CAFE FIT OUT

The brand vision for the space meant that a number of unique items needed to be sourced and manufactured including the statement bird cage-style seating and the holographic gems which adorned the walls to give a lush texture.

PROJECT MANAGEMENT

FormRoom knew of our ability to turn projects around quickly. We spent six weeks in total providing design, build, project management and aftercare services, completing on schedule for the planned November handover.

CAFE FURNITURE

Seating features beautiful fabrics such as green and purple crushed velvet chairs with scalloped edges. The marble counter and tables are finished with gold features, with flower chandeliers providing overhead lighting in the bar area.



