

Pure White Lines

On East London's Hackney Road there lies a treasure trove of beautiful antiques. Grand mirrors with rustic aged glass lean up against walls adorned with vintage goods. Contemporary art is dotted between the treasure, and all of this is looked upon by a majestic taxidermy giraffe. Welcome to Pure White Lines, an antique shop with a difference.

It all started out in a shipping container on a farm in Sussex four years ago. Owner Matt Goss began by selling locally at art fairs, a hobby which soon led to a shop, where one floor turned to four floors. He soon had a following, gained by selling nice things at a reasonable price, and it wasn't long before he found himself working with compa-

nies like Tommy Hilfiger and the National Trust.

In his blood from childhood, Matt's dad was a proper East-End Londoner who used to deal at the London markets - with Matt in tow, and so he was immersed in the lifestyle from a young age. "I guess I kind of fell in love with this," Matt told us, "it's addictive". And it would seem he's been hooked ever since.

Things have moved on a bit from the days of the shipping container, and Matt has just opened his first London shop in Hackney. Full to the brim with delights and rarities there's something for everyone, from scented candles starting at just £5, to colourful butterflies in bell jars and decorative antlers, as well as contemporary artwork, furniture and even custom made tables. The art is exclusive to the

London shop, and works beautifully dotted in amongst the more classic items.

Sourcing comes from all over Europe, from France & Belgium to Czech Republic and borders of Russia. A deconstructed jet engine from the Czech Republic forms the base of a unique coffee table, and the propellers hang on the wall, ready to be up-cycled into something equally original. Benefitting from a studio space, Matt can even offer custom made pieces; having worked with custom made tables, refectory and marble tables. "If someone comes in with an idea I'm always happy to work with it," explains Matt, "I really enjoy the challenge."

There are some truly iconic pieces as well, such as the impressive aged leather Chesterfield, dated at over 100 years old.



"It's all about providing a great individual item at a reasonable price. You don't have to pay an extortionate price for a nice one-off piece, and that's exactly what we're about", says Matt. Elvis the bulldog is another of the shop's most popular attractions, although sadly he's not for sale. And he's used to the attention, having modeled for Mulberry as well as appearing in Vice and ID magazines, he's a bit of a local celebrity!

"One of the great things is getting to meet lots of interesting people. Sundays after Colombia Road Flower Market is always a

busy time" says Matt. Matt can also offer an interior design service and source one off pieces to suit individual client's needs. "We've hunted down everything from huge tower clock facias to an 18th century 6ft Carrera marble statue of an angel. This became a centre piece for a Church conversion near Victoria Park."

Pure White Lines really is an antiques shop for everyone, with everything from 17th Century wares to 80s glamour (the huge disco ball hanging proudly proves this point). This isn't shabby chic or pretentious, this is antiques

for the new generation, brought to you with a personal touch - and a great place for anyone wanting to explore antiques in a relaxed environment. A visit is highly recommended - this a perfect place to while away an afternoon, and who knows what you might find. Whatever it is, it's sure to be one of a kind.

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