

## Retail



## Fit-out of Flagship Store (Oxford Circus)

For its first UK store in 2007, Italian Lingerie retailer Tezenis chose Bridford Interiors to manage the fit out.

- Tezenis is an Italian chain with 100 stores in Italy as well as in 17 other European countries - it is part of the Calzedonia Group which also owns the Intimissimi brand.
- The 350m2 store, in the old Shelly shoe shop covers 2 floors - ground and basement.
- The concept features furnishings to create a cosmopolitan feel - brushed concrete floors, huge fans and industrial looking shelves and fittings.
- Bridford are no stranger to working in Central London locations having worked on Oxford Street for the likes of Virgin Megastores and JD sports, Piccadilly Circus for Tower Records and Kensington High Street for Urban Outfitters, Dixons & Hotel Chocolat, and various centrally located projects for Starbucks and Tesco Express.

**Client**  
Tezenis

**Project Manager**  
Proteus Architects

**Quantity Surveyor**  
Smith Baxter

**Designer**  
Proteus Architects

**Relationship**  
Principal Contractor

**Number of Projects Completed**  
1

**Procurement Route**  
Competitive Tender

**Programme**  
14 weeks



## Similar projects in this sector

<u>Client</u>	<u>Brief Work Description</u>
Urban Outfitters	Principal Contractor for the interior fit-out of new store on Kensington High Street.
40 Savile Row	Fit out of new store for bespoke gentlemen's tailor
Fossil	Fit out of 4th UK store at Manchester's Trafford Centre
JD Sport	Principal Contractor for the fit-out of new store on Oxford Street.
Virgin	Conversion of Tower Records store at Piccadilly Circus to Megastore format.