

Retail



Fashion – Men, Women & Children

In April 2013 following competitive tender Bridgford Interiors were awarded the project to fit out the 1st European Store for American Clothing retailer J Crew on London's Regent Street. A 17,000ft² flagship store with two sales floors and a basement stockroom.

Wood is to the fore in the interior and the open-fronted wardrobes in light timber provide a warmly neutral backdrop

There are two rooms that house women's wear on the ground floor. Deeper into the store is the men's shop. The intention was to create a series of rooms for men in the shop that appear to have little relation to the women's wear space, other than that the flooring is more or less the same. Pass through a wood-faced square arch into 'The Ludlow Shop' however and the mood changes. This is the formal offer and it looks like the sort of thing that those familiar with better-end New York department store retailers will recognise. Upstairs it's more rooms, more women's wear and a single room for 'Crew Cuts', aka kids wear.

Work was carried out behind a hoarding, the work of fashion's set designer Shona Heath consisting of a series of graphics and neon illuminated taxi cabs.

Client
J. Crew

Client Referee
Mr. Mike Henry

Project Manager
Callisons

Project Manager Referee
Mr. Gerald Allbury

Quantity Surveyor
Robinson White

Designer
Callisons

Relationship
Principal Contractor

Number of Projects Completed
3

Procurement Route
Competitive Tender

Programme
12 weeks



Similar projects in this sector

<u>Client</u>	<u>Brief Work Description</u>
J. Crew	Fit out of men's exclusive store at Lambs Conduit Street
J. Crew	Fit out of women's boutique store Brompton Cross