

## Retail



## Fit out Communications Store

Bridgford Interiors have been working with AS Watson in the UK since 2011 on their Superdrug, Savers and The perfume Shop Brands.

In 2012 through competitive tender Bridgford secured a pilot project to refit a store at Birmingham's Bullring to a new concept by Urban Salon.

Fascia's have been simplified and given more prominence with a full-width illuminated white sign. Old signage replaced with the '3' logo.

Large lampshades and a full-height back wall graphics have been introduced to create focal points and to evoke a 'confident presence'.

Live devices are installed around a series of round tables, forming one of three areas. There is also a 'support bar' at the front of the store, and a 'comfortable area' for customers and staff to set up contracts

**Client**  
AS Watson

**Client Referee**  
Mr. Keith Hooper

**Project Manager**  
In-House

**Project Manager Referee**  
Mr. Adam Marshall

**Quantity Surveyor**  
In-House

**Designer**  
Urban Salon

**Relationship**  
Principal Contractor

**Number of Projects Completed**  
5

**Procurement Route**  
Competitive Tender

**Programme**  
3 weeks



## Similar projects in this sector

### Client

O2

Orange

Car Phone  
Warehouse

### Brief Work Description

Fit out & refurbishment of high street stores

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Fit out & refurbishment of stores, including multi-site initiative works