

## CASE STUDY

# RETAIL FIT OUT FOR HIGH END FASHION SHOP

## BICESTER

### THE LAST WORD IN FASHION AT BICESTER VILLAGE, OXFORDSHIRE

The high-end fashion boutiques which populate Bicester Village in Oxfordshire breathe an elegance and style born of the French fashion industry. These exclusive stores promise the shopper a haven from the scurrying world in the street, where what is on offer is far more than clothes shopping; it's the time to dream.

#### A BOUTIQUE RETAIL FIT OUT

Stanlil were asked to fit out an exclusive fashion boutique in Bicester Village, characterised by large, airy, and uncluttered spaces, punctuated by sumptuous, comfy sofas. The ambiance is not unlike that of an art gallery with the exclusive clothes and accessories taking the place of the artworks. We project managed the retail fit out from start to finish, including electrical installation, flooring, colour palette, carpentry, and fittings.

#### RUNWAY LIGHTS THEATRICALISE THE SETTING

The 'catwalk' is the icon of the fashion industry, so we wanted our lighting design to remind shoppers of this highly theatrical experience. To achieve this we used runway lighting troughs and a central, rectangular mirror feature. Additionally this enhances the luxurious, spatial dimensions of the store and creates a kind of 'dream world' for shoppers to contemplate as they gaze upwards.

#### STANLIL UNDERSTANDS THE IMPORTANCE OF DEADLINES

Working with high-end fashion brands means understanding the high pressured environment of the fashion world. Our retail fit out installation was created quickly and efficiently, without any compromise on the quality of the craftsmanship. StanLil guarantees high quality delivery to the agreed deadline – however tight that deadline might be.



**STANLIL**