

Press Release

Beauchamp
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Beauchamp Design Guess the Design for Emson-Haig

Leading independent jeweller, Emson-Haig, has augmented its prestigious Lakeside store with a new "Shop-in-Shop" for the range of watches jewellery and from international fashion brand Guess. Designed and supplied by Beauchamp Design, it fits seamlessly into the stylish retail environment that sets Emson Haig apart.

Emson Haig's Audrey Walker worked with the UK Guess distributor, Spring Colour and Beauchamp Design's Bruce Beauchamp to design and implement this ultra chic shop in shop concept.

To maximise the available space, Beauchamp Design tailor made two counter units and one tower unit. Adapted from their successful A5000 modular range, the units were finished with expert attention to detail.

The cabinets' feature brushed aluminium on the exterior and white laminate finish on the interior. Boasting mahogany kick strips, the cabinets integrate and complement the display's striking stained mahogany backdrop, also designed and supplied by Beauchamp Design.

Framed in a brushed aluminium trim, the backdrop oozes a quality look, which highlights the product range from Guess. It also enhances the central branding effect – a stunning brushed stainless steel 3D Guess logo, which was applied into its central position by their on-site team. The company also meticulously created an aperture for a TFT flatscreen to be positioned in the display's back drop – further adding to the contemporary and interactive effect.

MD Bruce Beauchamp commented:

"It was great working on this project. From start to finish we aimed to provide a stylish shop in shop concept that would be very practical and secure, whilst offering maximum display potential."

As one of Europe's key independent jewellers, Emson-Haig prides itself on innovative shop fitting, hero collectable pieces and an extensive EPOS computer system. It boasts over 12,500 in-store product lines with over 31 different watch brands, 40 giftware ranges and 350 Emson-Haig in-house designed diamond products.

Recognised by commercial and independent retailers alike, Beauchamp Design offers innovative display solutions for a huge variety of retail environments. Working with you from the outset their experienced team interprets your needs and translates them into an aesthetic and practical design.

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