

Press Release

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Beauchamp Design Offers Independent Retailers Design Ideal

Nottinghamshire based Beauchamp Design, specialists in the design and manufacture of quality hand crafted display cabinets has recently supplied Brighton's Churchill Square shopping mall with two innovative POP systems. Featuring as part of a major in-store marketing up-grade, Beauchamp Design's new "Pavilion" systems have radically augmented the retail potential for the mall's independent retailers and shoppers alike.

Completely re-developed in the late 1990's, Churchill Square is the South Coast's premier shopping centre and is one of a chain of nationwide malls wholly owned by Standard Life Assurance. With an estimated one million visitors a month, it boasts over 85 different shops and stores, including five independent retailers based in the malls throughout the Centre.

A strategic marketing decision to further improve the retail potential of the independent retailers within the mall was initiated by Rob Hughes, Proprietor of independent retailer, Hannah Jewellery. His idea to introduce an up market POP solution for Hannah Jewellery has received the support of Churchill Square's Marketing Manager, Peter Beard.

Collaborating with both Hughes and Beard from the outset, Beauchamp Design created a unique POP solution, which has complemented the overall "look" of the mall and boosted the turnover of Hannah Jewellery.

Beauchamp Design deployed its classic 500 range finished in American Cherry to blend seamlessly with the same wood effect used throughout the Churchill Centre. As a versatile and configurable system, its tower and counter display units were combined to create the innovative Pavilion island site, which will act as the blueprint for other retail units. Offering copious display potential, directional low-voltage lights, static and revolving shelves, plus secure storage; Hughes's Hannah Jewellery has radically augmented its turnover in only two months.

Hannah Jewellery's Rob Hughes explained:

" For some time Hannah Jewellery had operated as a "market stall" - very successfully trading in a range of distinctive sterling silver fashion pieces. Beauchamp Design translated our ideas accurately and has been terrific from start to finish. Their attention to detail is unsurpassed enabling a stunning and practical retail solution."

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Standard Life's Marketing Manager, Peter Beard, further enthused:

"We are now able to offer a mall based retail environment similar to that seen in leading Department Stores – where a number of retailers are presented in a distinct, yet complementary way. The initial blueprint for Hannah Jewellery, installed for Christmas 2003 has been reproduced at Wimbledon Centre Court Shopping Centre for Speyside Jewellery. Installed only one week ago – it has proved an enormous success. We are delighted to have been the first to adopt such a design ideal and look forward to working with the Beauchamp design team in the future as we develop our mall operations throughout 2004."

About to move into their third decade, Beauchamp Design has set a precedent amongst commercial and independent retailers alike. Their portfolio includes companies as diverse as Royal Worcester, Caithness Glass, Claire's Accessories, Safeways, Thorntons, House of Commons and Lotus Showrooms.

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