

# Press Release

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December 2003

## **Beauchamp Design Gives Hatton's A Diamond Service**

As part of a major refurbishment program, independent retailer and diamond specialist Hatton Jewellery recently commissioned Nottinghamshire based Beauchamp Design to re-design and re-fit their space in Leigh on Sea.

Established in 1986 Hatton Jewellery is recognised for fusing quality diamonds with platinum, yellow and white gold to create an original range of classic and contemporary pieces. Set apart for their matching wedding rings and co-ordinated engagement and eternity rings, these are available in a wide range of styles from diamond –cut, woven, contemporary to more traditional. Hatton's designs have received much acclaim, including supplying rings for the BBC's Clothes Show "Bride of the Year".

Creating an aesthetic retail environment, which maximised space and complemented the expansive range of jewellery was essential. Offering a complete turnkey service, Beauchamp's in-house design team expertly translated Hatton's exacting brief.

Working closely with Hatton Jewellery's proprietor, Terry Hatton, from the initial planning stages, the team realised an ultra contemporary and stylish showroom. It tripled the available space, whilst perfectly showcasing Hatton's stunning range of exclusive jewellery pieces.

The central feature of the re-design – a stunning retail system, designed to showcase Hatton's expansive range of hand crafted diamond wedding rings, was created at Beauchamp's Long Eaton HQ. By reclaiming an entire wall, which as previously "dead" space became integrated into a unique retail display system, comprising several Hero presentation boxes.

Whilst presenting Hatton's wedding range as a whole, it allows individual models to be showcased independently. Stylishly designed in Ash with mirrors in-built to each 'section', it creates an illusion of more space.

In creating a sophisticated retail environment, Beauchamp Design deployed its classic and infinitely configurable modular A5000 display range, which was individually tailored to maximise space, whilst providing ample storage and display opportunities. Specifically finished in Ash, the cabinets offered a light and natural effect in contrast to the previous mahogany system.

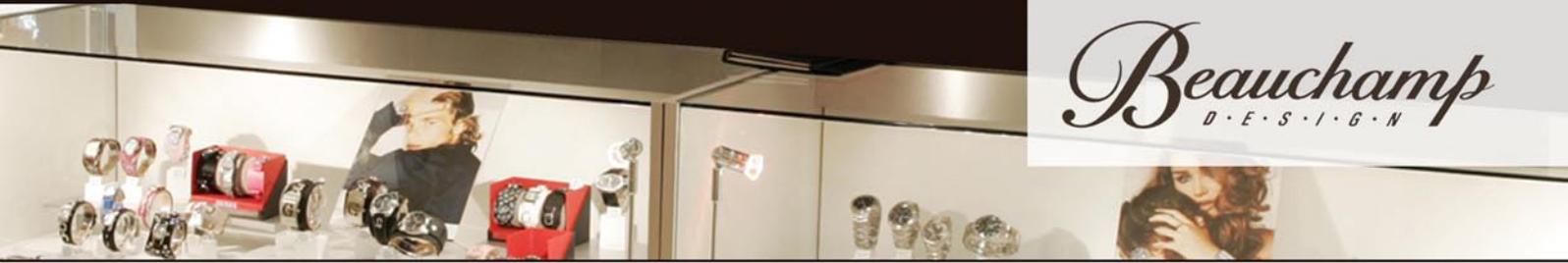
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Terry Hatton commented:

"We are over the moon with the complete package supplied by Beauchamp Design. They understood our objectives and interpreted our brief exactly. Unquestionably, their attention to detail and 'can-do' approach from start to finish puts them in a league of their own. We're convinced our new retail environment will pay dividends into 2004 and beyond."

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.

Beauchamp Design is exhibiting their expansive range of quality counter display units and free standing cabinets at The Spring Fair in Birmingham's NEC 1-5th February 2004 in Hall 17 on stand: J40/K39.

ENDS.

Picture captions:

1) Before and after shot of Hatton Jewellery in Leigh on Sea 2) Hero units – a major feature