

Press Release

Beauchamp
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December 2003

Beauchamp's Fairy Tale - a glittering success!

Nottinghamshire based Beauchamp Design recently joined in the first birthday celebrations at Hampstead's Mystical Fairies – a unique fairy gift shop, situated minutes from Hampstead underground on Flask Walk.

Beauchamp Design were brought on board by Proprietor, Veronica Wong, to design and build a stunning range of display cabinets, which integrate seamlessly into the magical environment of this original retail space.

Brim full with thousands of different fairies and a variety of mystical creatures including unicorns and pixies, Veronica's space is a haven - a veritable shopping paradise for adults and children alike. In keeping with the feminine quality afforded by fairies, the shop is predominantly pink and offers an "Aladdin's Cave" effect.

Recognised for their quality and attention to detail, Beauchamp Design supplied plethora A5000 modular display cabinets, which being infinitely configurable were tailored to fit Veronica Wong's exacting specifications. Especially finished in a delicate pale pink and dusted with pink glitter, the cabinets perfectly showcase the vast range of mystical objets d'art on display.

Veronica Wong explained:

" I liked Beauchamp's range of display units very much – they have a stylish look which oozes quality and craftsmanship. But I needed something very different! Their design team offered enormous support and were happy to tailor their standard range to complement and augment the fairy tale effect that I wanted – even down to the central feature – a " gondola" cabinet tailored to resemble a tiered wedding cake! In addition they met a very tight deadlines without compromising on any detail."

To further fine-tune the display cabinets, Beauchamp Design laser cut the all the top decorative corners and shelving brackets for the display units, which created an intricate effect that further complements the delicate look of the retail environment.

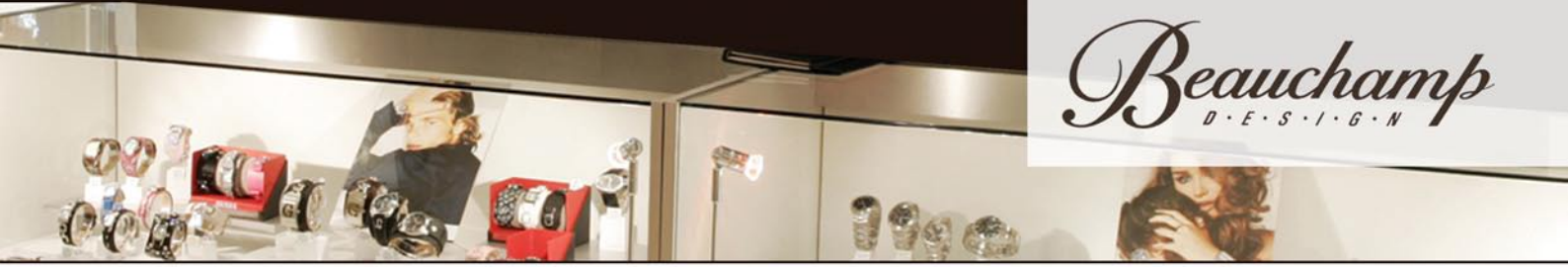
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About to move into their third decade, Beauchamp Design has set a precedent amongst commercial and independent retailers alike. Their portfolio includes companies as diverse as Royal Worcester, Caithness Glass, Claire's Accessories, Safeways, Thorntons,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

Beauchamp Design is exhibiting their broad 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.

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