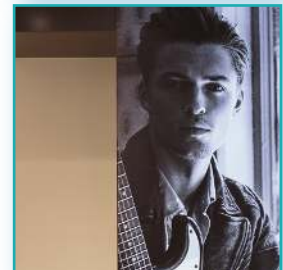


Case Study

Fashion Place, Glasgow International Airport

Client: LS Travel and Retail
Location: Glasgow
International Airport
Value: £330,000
Timescale: Five weeks



Challenge

Pacific had to fit out to an extremely tight deadline a fresh airport retail concept store that houses luxury fashion and accessories brands under one roof. New season collections from designer and high street brands are required to sit harmoniously together, providing an exciting and hassle-free shopping experience for air travellers.

Brands including Superdry, Lacoste, Armani, Boss Orange, Ted Baker and Barbour are on sale at prices up to 15% less than the standard UK retail stores.

Approach

The 2706 sq ft shop was fully fitted out by Pacific in just five weeks, and it features high-quality fixtures, including mood lighting, timber and glass shelving and panelling, decor panels, photographic murals, tiled floors, suspended ceilings and striking feature window displays.

Pacific drew on their vast experience of working in “live” public areas, to tight deadlines, within budget and with minimum disruption to airport operations and to neighbouring trade. They were also able to capitalise on the fact they have a permanent base at the airport, which allowed them to deploy staff and materials optimally for the duration of the project.

Results

The Fashion Place is a valuable and distinctive addition to the ever-changing retail offering at Glasgow International Airport. The store appeals to male and female shoppers who can enjoy a relaxed open-plan retail space housing branded walls, display tables and shelves that provide a tactile experience.