

Draft press information

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New Look Unveils Caulder Moore-Designed Liverpool One Store

New Look, one of the UK's leading fashion retailers, has opened its hotly anticipated new 35, 000 sqft Liverpool One store designed by Caulder Moore. The new concept signals the retailers' continued drive to become the favourite International fashion value brand.

Caulder Moore was appointed to the work earlier this year following a highly competitive ten-way pitch from which three agencies were asked to trial their concepts. Caulder Moore was selected as the sole agency to work on the new Liverpool One store concept. The agency's brief was to create a distinctive, inspirational design that establishes a unique emotional connect with New Look's customers. The design needed to allow for evolution and seasonal refreshment and be easily translated across all store sizes internationally, with added drama for the top stores.

Ian Caulder, creative director at Caulder Moore comments on the design, "The design was very much about creating social interaction and communicating New Look's fashion and price credentials - the 'value' message. Customer engagement is important and we've incorporated some of the social interaction, energy and pulse that appeals to New Look's audience whilst highlighting New Look's fashion credentials across the offer, and elevating the design to move the brand forward and widen its appeal to consumers looking for fun, cutting-edge fashion with a little more sophisticated style."

Each element of the New Look offer has been made a destination in its' own right, with its own look, style and palette, whilst at the same time retaining the overall New Look experience and reflecting its brand values.

Champagne gold is used in key womenswear departments to inject a sense of glamour into the core palette of pewter, mirror and charcoal and to create a break in pace through the store, whilst highlighting the key areas of the offer.

Areas such as 'Product of The Moment' and 'Top Looks' reinforce New Looks' fashion credentials, and its style advisory relationship with the customer is emphasised with the introduction of elements such as one to one consultation fitting rooms.

Footwear forms an important part of the New Look offer and the department occupies over half of the first floor. Four separate 'boutiques' have been created allowing for the creation of collections around the footwear offer.

Menswear has been split into three 'concessions' - men's denim boutique, casual and formal and New Look's plus range - 'Inspire', Maternity and Tall have been integrated into the rest of the store through the creation of new, sophisticated 'mini concessions'.

Lingerie is now a 'store within a store' and the tweens - '915' and kids departments have been made destinations in their own rights.

Existing furniture has been evolved with new materials, and new focal pieces of furniture have been added, including flexible merchandise units that allow for seasonal adaptation.

The evolved New Look branding has been incorporated with the new brand 'patch' shaped used subtly in, for example, ceiling recesses and fixtures. Dark charcoal, contrasted against the white retail flooring creates a strong circulation route to the key focals.

Commenting on the design, Guy Lister, Marketing Director at New Look said, "Liverpool was a fantastic blank canvas allowing us to trial a new environment, look and feel. Our partnership with Calder Moore has been a significant part of the New Look evolution and we are very much looking forward to the feedback from our most important audience, the New Look customer".

The storefront has been moved on with the new core palette and materials, and the addition of the new branding. Three double height windows are framed by a translucent smoked pewter perimeter, combined with a black frosted branded fascia featuring the brand design shape.

In the 'Product of the Moment' area a striking combination of visual merchandising display, products and graphics brings the 'look of the moment' to the forefront of the store. To the centre of the area a catwalk showcases the womenswear range and adds drama and impact with an LED inlaid perimeter adding to the catwalk feel, highlighting the area and creating theatre, ambience and mood. Reflective solar glass backing on the escalator void balustrades and reflective sparkling plates in the shape of the new brand pattern on the ceiling above combine to create a shimmering effect across the atrium; adding glamour and reflection and highlighting the space.

The 'Top Looks' area brings together Liverpool One's top ten sellers, promoting 'what's hot'. Half panels with LED-inlaid goal posts around the perimeter create a gallery effect and allow product room to breathe, and gondolas with end unit shelves display accessories to showcase the look.

Generic womenswear with its palette of pewter, soft white and mirror feels sophisticated glamorous and grown up. A new feature wall backed by contemporary natural leaf patterned wallpaper commissioned from Erica Wakeley has been added to the existing four bays. At the forefront of the area stepped mannequin plinths can be used for combinations of product, visual merchandising and graphics.

Headed up by huge letters spelling 'denim' with mannequins positioned on top, a lowered mirrored ceiling draws the eye to the Womenswear Denim department at the rear of the store with its palette of champagne, mustard and silver scratched laminate. Seven bays on the rear wall with mannequin leg forms displaying the fit of the jean and product below create a feature denim wall.

The evolved cash desk area design creates the sense of the end of the shopping journey. A black gloss, ribbed pewter fronted desk with low mirrored ceiling draws the eye to area, creating a dramatic and moody atmosphere. Plasma screens and fast-paced LED signage have been introduced to promote the New Look website, seasonal offers, bespoke and region specific messages.

The circulation route leads directly from the centre of the store to the fitting rooms where a focal piece of furniture leads the customer in and creates a product pick up point for last minute items. At the front of the fitting room is a communal area with feature seating, pendant lighting and contemporary neon chandelier. Catwalk plinths either side of the entrance display key looks. To the rear of the entrance a trend advisor unit showcases accessories and creates the opportunity for assistants to suggest items to go with the outfit. Inside the changing room a communal area provides space for trying product on with friends and chatting to staff and larger fitting rooms allow for one to one style consultations. Charcoal black ceramic tiling with floral swirl inset, a rug in the shape of the new brand 'patch', suspended double sided full height mirrors inlaid with LED and soft mesh pendants hanging from the 'patch' shape recess – create the sense of a glamorous dressing room.

Accessories has been given a boutique feel with Louis-style feature mirror, tiered table units with pick and mix bowls and tiered mirrored units and illustrative wallpaper creates a sense of playfulness.

In Footwear each 'boutique' uses the core footwear palette and furniture, with individually styled pendants and seating added to inject the sense of a distinct personality for each. A translucent acrylic hexagon display and large feature mirror positioned at either end are separated by translucent acrylic panels displaying stock suspended from the ceiling which create a view across the whole department and a sense of openness, but control to area. Three boutique-style tiered tables showcase 'hot looks'.

In Lingerie the white and soft pink palette adds a fresh feel. The entrance walls to the area are framed by Hollywood-inspired mirrors fronted by mannequin plinths and on the rear wall product is displayed in wardrobe units with high level mannequins and recessed pigeonholes. On the floor feature spiral units and free standing tables with 'pick and knicks' bowls offer a practical way to shop lingerie, with 'pick and knicks' adding a sense of fun.

Menswear uses an adapted more masculine feeling version of the womenswear palette. Menswear denim with its palette of pewter with industrial scratched aluminum and mustard fabric creates drama and attitude on entry into the menswear department, emulating the catwalk style of the womenswear floor. Two pool tables stacked with product and mannequins have been used to create a 'boutique' style environment. On the rear wall an oversized pigeonhole unit stretches up into the mirrored spotlight recessed ceiling which covers the whole area and can be used flexibly to hang and fold product and insert graphics and display mannequins.

Menswear casual and formal menswear each take on their own style with a similar palette used in the two to create flexibility between the two departments. Full height window displays with flexible displays at the entrance to both departments create a third window into the space. In casual menswear timber and stainless steel framed tiered tables displaying loose folded product combine with existing fourways gondolas and a feature wall bay with hanging product and mannequins and lifestyle graphics across the top level against a silver angular patterned wallpaper. The area feels masculine with lifestyle attitude. Formals feels darker and more sophisticated. A collection-style environment has been created with a complete look being offered to the customer on a single fixture, combined with adapted gondolas and four ways and feature wall to the side with urban landscape illustration.

In Inspire the palette is dark grey, silver and deep purple and textures such as a wavy silver laminate around the perimeter, pewter grey floral laminate on the bay surround and a feature wall have been added. Tall and maternity use the generic womenswear palette of silver, white and pewter

For '915', the existing hot pink signature brand colour has been used as a highlight and combined with a fun swirly patterned wallpaper to create appeal with little girls as well as young women. Canvases from the New Look children's design competition feature on the top line wall system, feature bays have been introduced to display the collection of the moment and mannequin plinths on the carousel display key looks. The new design feels young and fresh, contrasting with the more sophisticated, sexier feel of the rest of the store.

The lighter and brighter Kids department is based on the same ideals. New parent and child friendly furniture and high level mannequins add a sense of drama and play. The yellow and silver palette inspired by the already strong branding of the area has been injected with a

sense of fun and unisex appeal through the use of a bubble motif on wallpaper and in the lighting.

A thoroughfare with two windows links the two departments with mannequin plinths positioned at the front line of each department creating opportunities for visual merchandising and separating them from the menswear department.

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About Calder Moore

Calder Moore is a leading brand design agency with nearly 20 years award-winning expertise in creating unique emotive branding experiences for global retail, leisure and health and beauty clients. From its London studio the agency provides clients with the full spectrum of 2D and 3D design services – including strategy, branding and graphic communications, art direction and interiors – as well as project management. Clients include Marks & Spencer, GINA, Jigsaw, The White Company, Jo Malone, Wagamama, Daniel Galvin, Charles Worthington, Principles, Ben Sherman, Alibi, Revolution and Smallbone of Devises. Recent award wins include: Retail Interiors Awards 2007, 'Department Store Interior of the Year' – M&S Bluewater, Childrens and Womenswear segmentation.

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