

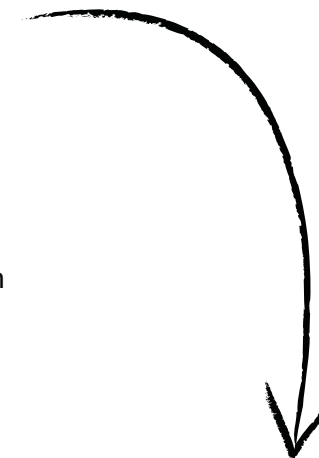
Westfield

Review

Welcome to Valleys latest review and findings, direct from the UK's newest Retail development, Westfield Stratford City situated slap bang next to the new Olympic stadium.

At Valley we believe its crucial to share retail display trends and aid in the 'inspiration process', so I recently took some time to capture some new retail displays and store formats at the UK's newest shopping centre, Westfield Stratford City. An amazingly attractive development, boasting easy to shop layouts with exciting, new brands complimenting the UK Olympic offering next summer.

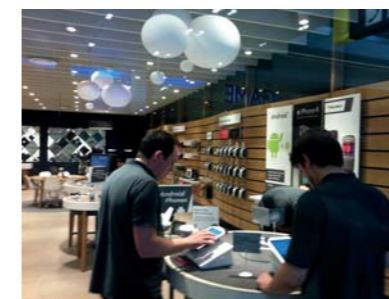
I hope you find our findings interesting and they help inspire you with your own in-store marketing strategies.





We were drawn to this stunning circular LED display positioned in HSBC, playing an eye-catching brand message to on looking consumers - really bringing the store environment to life.

New format stores were in their number at Westfield, with the likes of Game and Currys/PC World showcasing modern, spacious retail interiors that cleverly accommodate the modern surroundings of Westfield. Currys/PC World integrated a clever use of subtle strobe lighting to enhance the store space.





We were mesmerised by this innovative picture Frame housing a media screen in the O2 Store. Displaying content on their new 'Priority' promotion, the message appears all that more attractive sitting within the unlikely surroundings of a picture frame – subtle design but extremely effective!

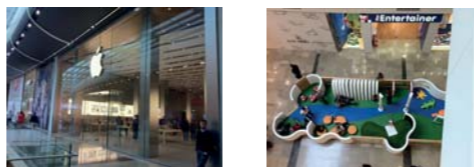
Lovely clean lines and inoffensive colours were on show within the health and beauty categories, in particular Origins and Biotherm, whose clever manipulation of lighting worked hard to attract the consumers eye.



A marvellous execution

We had time to drop in and witness some of our own work for Luxury Jewellers brand , Thomas Sabo. Complete with compelling, glossy finishes, complimented by neat wood vinyl flooring and tidy LED lighting additions. The design execution intended to reflect all the core brand values of Thomas Sabo. Links of London displayed a similarly stunning retail design, utilising the high ceiling space to create more presence and prestige atmosphere within the store.





We loved this 2 story wall display that almost appeared like an optical illusion – utilising the vertical space of the store environment to ergonomically ‘connect’ both the ground and first floors.

A new Ann Summers store also boasted a fantastically retro styled store front complete with a clever angular appearance – disrupting and therefore attracting shopper attention!





Lighting, angles and box shapes were the theme of the sports retailers at Westfield. JD Sports in particular featured some impressive wall displays for adidas and Reebok that work hard to stand-out on the stylish black walls of the store and draw maximum footfall.