

DATA 44

Welcome

Hello and welcome to the latest issue of Data. After a very busy and successful 2017 we started 2018 on a positive note with a number of exciting new projects.

At the end of last year we delivered new stores for iSmash in Leeds, Brighton and Covent Garden in time for the Christmas trading period, and there are a number of new stores in the pipeline that we look forward to delivering this year.

Towards the end of 2017 we were appointed by a new client, Oliver Bonas — an independent lifestyle retailer — to fit out their new store in Harborne, Birmingham, which also opened in time for Christmas. We have just completed our second project for Oliver Bonas — an extensive refurbishment of a two-storey building to create their new store in Royal Leamington Spa.

We are also delighted to be working with Clogau, a second generation family business based in Wales. Clogau jewellery contains rare Welsh gold – the Gold of Royalty for over 100 years. Working closely with London-based designers, Innovare, we will be fitting out Clogau's stunning new flagship store in Broughton, near Chester.

I am also delighted to welcome on board two new members of the team. Columb Reid brings a wealth of experience of the shopfitting industry joins as our new business development manager and Kishore Jhalli has joined as a project coordinator strengthening our project delivery team to ensure our clients get the best possible service.

If you have any questions about the services we offer or would like to arrange to discuss a forthcoming project I would be delighted to hear from you.

David Round

Director

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Continuing their 20-year relationship with Liberty London one of the capital's most iconic retailers, Datum Contracts was appointed to refurbish the extensive womenswear department, which is set over two floors.

Working closely with London-based interior designers, Daytrip, along with Liberty London's in-house project managers and also cost consultants Design Directive, Datum delivered a stunning new department.

The store has added more than 20 new brands to the department with a new emerging designer room created to showcase the collections of seven up-and-coming labels.

In order to deliver the new department, Datum and the project team were faced with a number of challenges. The department had to remain open during the refurbishment programme and it had to be ready for the Christmas trading period. Datum completed the programme of works in seven phases and the project was successfully completed on time.



“Liberty London has added more than 20 new brands to the department with a new emerging designer room created to showcase the collections”



One of the major elements of the scheme was to convert the back-of-house offices into additional retail space to form a new designer collection room on two levels. The new split-level space features a number of brands including Eskander, an international fashion and accessories house.

Datum's appointment included internal alterations, new partitions and ceilings, decorating throughout, the refurbishment of historic oak panelling, the installation of new timber flooring and electrical works. The new fixtures, all manufactured by Datum, were a mixture of powder-coated metal and brass, whilst the new curved changing rooms incorporated curved retail displays that created a unique feature in the various rooms.

Commenting on the project, David Round, a director at Datum, said: "Our project team, who formed an excellent working relationship with the team at Liberty London, liaising on a day-to-day basis to ensure the operational needs of the store were accommodated and that there was a seamless transition between the various phases, allowing brands to move from their existing site in to their new space overnight.

"With a lot of effort and cooperation on all sides, and meticulous planning of the various phases, the project was completed on time and Liberty London was delighted with the look and quality of this latest project that we delivered in this historic retail environment."

ACCREDITATIONS



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