

DATA 46

Welcome

Hello and welcome to the latest issue of Data.

In this issue there is news of an extremely interesting and very high quality project we have recently completed for Clogau, a second generation family jewellery business renowned for their rare Welsh gold — the Gold of Royalty for over 100 years.

It was one of those projects where you open up the original tender drawings and can immediately see the quality of the design, which was synonymous with very high end retail. We knew it would be a challenging project; with a major emphasis on detail and quality, but it was exactly the type of project that Datum has become renowned for delivering the last fifty years.

I hope you enjoy reading the story and seeing what we were delighted to have delivered.

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.

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Having worked with London-based designers, Innovare, on a number of successful, high profile retail interiors, Datum was chosen to fit-out a new flagship store for Clogau at Broughton Park, Chester.

Clogau — a second generation family jewellery business from Wales was established in 1989 almost by chance. In 1989 a local man named William Roberts made a very unexpected and exciting discovery — an abandoned gold mine in the mountains of Snowdonia. It was the Clogau St. David's mine in Bontddu. Despite its disused state, he planned to transform it into a tourist attraction where visitors could pan for gold.

However, the idea was rejected by the planners due to its location within the Snowdonia National Park. So instead, he decided to gamble on the idea that there would still be gold that hadn't been extracted from the mine.

The gamble paid off and William decided to use the gold exclusively to create jewellery of the very highest quality, which was initially sold through a handful of small gift shops in the vicinity of Clogau St. David's gold mine.

Over the last 30 years the company has grown, now having its own retail stores in Chester, Birmingham, Westfield London, Cardiff and Bridgend, with over 350 retail partners throughout the UK.

Every piece of Clogau jewellery contains rare Welsh gold, which has been used by members of the British Royal Family for over 100 years, including wedding rings for Her Majesty The Queen, the late Diana Princess of Wales, Her Majesty Queen Elizabeth The Queen Mother, HRH Princess Margaret, HRH Princess Anne, the Prince of Wales, the Duchess of Cornwall, and most recently, the Duchess of Cambridge.

The unique association between royalty and Welsh gold means that the jewellery is highly prized and sought after across the globe.



Welsh gold has been used by members of the British Royal Family for over 100 years



Innovare's design at Broughton Park brings to life Clogau's story and rich heritage in a boutique style store that is simply stunning.

With just 8 weeks on-site, Datum worked closely with Innovare to develop the design concept producing setting-out drawings to ensure that they had accurately interpreted the designer's vision, which was full of intricate detailing and high quality finishes.

A key element of the design was the manufacturer of all perimeter wall bays and freestanding display cabinets to showcase the Clogau's unique range of jewellery, whilst the double-height shopfront provides a spectacular gold backdrop to the Clogau brand.

A new air conditioning system and lighting were installed within a new ceiling set at various heights to define specific areas of the store, with feature circular coffers directly over key pieces of display joinery.

Datum's in-house joinery, metalwork and Corian departments gave them total control over the manufacture of all fixtures, which was critical to ensure that design intent was achieved and delivered to suit a challenging programme.

Commenting on the flagship store, Lloyd Blakey, a director at Innovare said: "Working with Datum is always a pleasure because we have total confidence that they will deliver on time and will always meet our exacting standards."

“Clogau’s flagship store has been very well received by the the owners, staff and customers alike and we are delighted that Datum was able to bring our vision to life”

The new store has only recently opened, but the project has already been shortlisted for a number of awards, including Jewellery Store of 2018 and nominated for the Best Retail Interior, at the NAS Design Partnership Awards.

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