

DATA 48

Welcome

Hello and welcome to the latest issue of Data.

As 2018 draws to a close, we have enjoyed one of our busiest trading periods in recent years.

In the last eight weeks we have completed the fit-out of four new stores for Clogau, which are the main focus of this newsletter.

For lifestyle independent retailer, Oliver Bonas, we have just completed their latest store in Milton Keynes — our fourth Oliver Bonas store in the last 12 months — following on from Harborne, Royal Leamington Spa and Sevenoaks.

Our work with Liberty London also continues, having recently delivered a new customer service area and the fit-out of a new in-store beauty room for QMS Medicosmetics.

As we look forward to 2019 we have exciting new projects in the pipeline at the prestigious Grove Hotel in Watford, there's a marketing suite for a new residential development in Shoreditch, London and a new kiosk for International Currency Exchange at London Luton Airport, where we will be working closely with leading London-based interior designers, Brace Studio.

We will also be completing a major residential refurbishment for a private client in Chelsea Park Gardens, London. This 24-week project involves major structural alterations to the basement, ground and first floors, with a range of high quality finishes befitting this prestigious location.

Finally, I would like to take this opportunity to thank our clients for their on-going support over the year and on behalf of everyone here at Datum I would like to wish you all a joyous, peaceful Christmas and prosperous 2019.

David Round

Director

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Clogau is a second-generation family jewellery business renowned for their rare Welsh gold — the Gold of Royalty for over 100 years.

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 HM The Queen, the late Diana Princess of Wales, HM Queen Elizabeth The Queen Mother and HRH Princess Margaret; HRH Princess Anne, the Prince of Wales, the Duchess of Cornwall, the Duchess of Cambridge and the Duchess of Sussex.

Following on from the successful completion of Clogau's boutique store at Broughton, near Chester, Datum was appointed to fit-out four new stores — Cheshire Oaks,



Bangor, Llandudno and Swansea — implementing the retail concept designed by London-based Innovare Design.

At each of the four new stores, which were running concurrently at different stages, Datum provided a complete turnkey service — from planning stage through to completion. The stores were on site for between 3 and 6 weeks, with all four store openings taking place within a six-week period.

Clogau's Katie Merrills, who has been closely involved with Datum bringing the four stores to fruition, commented: "The new stores look amazing! Innovare's design concept has translated seamlessly across the four locations, resulting in a growing portfolio of quality, luxurious fit-outs. The lighting levels, in particular, were the perfect finishing touch.

"The team at Datum take great care and attention to detail, from furniture design to site management, they have been fantastic to work with."



It was important to Clogau that all the new stores were open ahead of the important Christmas trading period, which was achieved despite the challenge of Llandudno being a listed building within a conservation area. We are delighted to say that all four stores were launched on time with high profile openings and are trading well.

In addition to creating the new stores Datum has also been busy manufacturing Clogau's new concept display furniture which is now being rolled out across their network of 175 stockists throughout the UK.

David Round of Datum said: "We have enjoyed working with Clogau as they establish a strong retail presence, forging a close partnership that has seen design details develop and get fine tuned since our first project.

"The four sites running concurrently has been a challenge at times underlining the importance of a proven and reliable supply chain and subcontractors who have all played an important part in delivering the projects on time and to a high standard, that has delighted our client."



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Aston Martin | Ballymore Properties | Calzedonia | CADW/Conwy Castle
Visitor Centre | Chelsea & Westminster Hospital Trust | Christie's | David



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Grant Visitor Centre | Grove Hotel Watford | Hackett | Harrods | Hidden
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