



Wakefields JEWELLERS

A comprehensive redesign and refurbishment has transformed *Horsham's* landmark 110-year old **Wakefields Jewellers** with a stylish new high-end boutique feel, whilst retaining the store's well-known warm and friendly ambience.

The project has thrilled the store owners, delighted customers, and led to a significant uplift in trading. Established in 1911, the fourth-generation, independent family jewellers has long been at the heart of the retail community, combining a passion for fine jewellery and watches, and boasting an impressive collection of iconic watch brands, such as Rolex and Tudor, alongside an array of fine gemstone jewellery and striking bespoke designs.

Co-owners of Wakefields jewellers, siblings, Melanie and Dominic Wakefield said: "We have a successful and well-established business, but independent high street stores like ours need to work extra hard to stay relevant and attract shoppers today."

"Even before the pandemic hit, we were working on our strategy to embrace both the new digital world of shopping as well as elevating our in-store experience for customers. So, when Rolex suggested expanding their space with us, we decided to invest in a full store redesign and refurbishment." »



“ We knew what we wanted to achieve but how to get there was a bit daunting at first. However, Innovare Design guided us through from start to finish and allowed us to feel like part of the design team. They involved us at every stage of the process to ensure we felt in control and reassured about all the decisions we were taking.



Wakefields commissioned London-based retail design consultants Innovare Design to help them realise their store design vision. The project's main contractors were Datum Contracts.

Melanie Wakefield commented: "We knew what we wanted to achieve but how to get there was a bit daunting at first. However, Innovare Design guided us through from start to finish and allowed us to feel like part of the design team. They involved us at every stage of the process to ensure we felt in control and reassured about all the decisions we were taking."

The client brief for the new design was to achieve a luxury boutique feel without losing the much-loved warmth and charm of Wakefield's previous interior.

Dominic Wakefield commented: "We wanted a high-end store with a 'wow factor' but also somewhere customers would still feel relaxed enough to pop in for a coffee and a chat."

In addition, Innovare Design wanted the concept to celebrate Wakefields' extensive heritage, their professionalism and expertise, as well as their exceptional level of customer care. Practically, the design also needed to accommodate a larger Rolex showroom, create more distinctive curated display zones, and increase the number of relaxed customer consultation spaces.

The inspiration for the interior design concept was the store's 1930s shopfront, which has been a landmark on Horsham's high street for over a century. This Art Deco classic styling has been balanced with contemporary design elements throughout – from the terrazzo entrance foyer to the refined bronze details on the bespoke display cabinets, from the styling of mirrors and screens to the interior cornicing.

The space also flows beautifully: from the ground floor – which features the newly expanded Rolex boutique, a hospitality and welcome bar, and a further watch selection – steps lead to a raised ground floor housing fashion, bridal and bespoke jewellery. »



Q&A with David Round, Director at Datum Contracts, Shopfitters for Wakefields, Horsham

What is it that you specialise in?

At Datum Contracts we specialise in high quality shopfitting, together with bespoke joinery and metalwork fabrications.

We act as principle contractor or specialist sub-contractor on a wide range of schemes in the retail, leisure and hospitality, airports, offices and residential sectors, completing projects that range in value from £20,000 to £2.5m.

How long have you been in operation?

We have been in business for over 50 years and are one of the UK's leading specialist joinery and shopfitting contractors.

Our people are fully trained and qualified in everything they do; our site supervisors are all SMSTS and CSCS cardholders. We are FSC certified and, where required, we can provide chain of custody certification on all timber products supplied; our SafeContractor accreditation underpins our commitment to the highest levels of health and safety in everything we do.

What was the company's involvement with this project?

We were appointed following a tender process and detailed discussions to work alongside Innovare, as shopfitting contractor for Wakefields completely redesigned jewellery store.

Intricate detailing throughout emphasises the quality of our joiners that crafted the new bar, display cabinets, the private viewing rooms, doors, balustrading, consultation furniture, window beds and displays.

The quality of finishes and attention to detail is evident throughout with the use of stained oak, bronze metalwork, reeded and textured glass, Venetian antique mirrors, Armourcoat polished plaster and leather.

We were proud to be involved in this high quality project and particularly delighted with the comments back from our clients Dominic Wakefield, who said: "We are delighted with the finishes and quality of workmanship that has been achieved. We have seen a huge uplift in sales and the customer and industry feedback has been amazing!" Dominic Wakefield, Co-owner.

What does it mean to you to be involved with this project?

We have carried out a number of successful projects with Innovare but we feel that the new Wakefields store certainly raises the bar and represents the very best in terms of high quality shopfitting, joinery and design.

Joint owners Dominic and Melanie Wakefield were heavily involved in the decision making process throughout with a clear vision of how they wanted the store to look and feel. I think we have played our part in achieving their vision.

What clients/projects have you previously worked on?

We have established a reputation as the leading shopfitters in the jewellery sector where attention to detail and high quality is critical. Recent examples of our work can be seen in the prestigious Fortnum & Mason Jewellery Room, Mevaris in Burlington Arcade, W Bruford Eastbourne, Winsor Bishop and several flagship and boutique stores for Welsh gold jeweller Clogau

What do you pride yourselves in as a company?

At Datum we believe that simply being good is, by itself, not good enough.

Quality is one of most important elements of everything we do, from the initial client briefing and project planning to implementation and hand-over. Attention to detail goes hand-in-glove with quality and it is this combination that has underpinned our success for over 50 years.

We also believe successful projects are delivered where a positive team spirit prevails, where everybody's efforts are harnessed to achieve the best possible results and at all levels we embrace this culture. ■

For more information visit:
www.datumcontracts.co.uk



Retail Refurbishment

“We are thrilled with the new store design. It allows us to create a truly special and memorable experience for every one of our customers. We've been delighted by all the positive responses. During the pandemic we attracted new local customers who would previously have bought their jewellery and watches from London's Hatton Garden.



There is a choice of sumptuous seating areas throughout, including semi and fully private consultation areas for those customers who prefer a more discrete service.

Lighting plays a critical role, carefully layered from the window display right through the store to provide sparkle and highlight to the jewellery and watches collections. Ambient lighting combines

with bespoke feature chandeliers and softer more intimate pendant lighting to deliver the right overall warmth and atmosphere for a store of this quality.

"We are thrilled with the new store design," said Melanie Wakefield. "It allows us to create a truly special and memorable experience for every one of our customers. We've been delighted by all the positive responses. During the pandemic we

attracted new local customers who would previously have bought their jewellery and watches from London's Hatton Garden – they are very happy to have an alternative luxury destination store closer to home."

Dominic Wakefield concludes: "Despite the obvious pent-up demand post lockdown, the new store has definitely contributed to a significant uplift in trading – we've had our best year ever." ■