



# case study

## Formica® High Pressure Laminate chosen for Topshop Oxford Circus



Internationally-recognised fashion retailer, Topshop, has a flagship store in London's Oxford Street, one of the busiest shopping streets in the world. After successfully designing the retailer's New York flagship store design consultancy Dalziel & Pow brought the design home to the UK to be showcased in Oxford Street too.

At 7,000 m<sup>2</sup> and spread over three floors, this huge store allows for permanent departments as well as flexible space: new in-store services were also introduced including VIP Style Advisors and soft seating areas for VIP guests. Formica® High Pressure Laminate (HPL) was selected for all of the changing cubicles, which are an important element of the whole shopping experience in the world of high street fashion. HPL is very suited to high traffic environments such as these, as not only is it durable, but also easy to clean and requires little maintenance.

Fact file	
Client	Topshop
Location	Oxford Street, London
Designer	Dalziel & Pow





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The cubicles feature Soft White HPL on the partitions, while a fun, graduated and impactful colour scheme has been created for the doors. Rainbow colours chosen range from greens, blues, yellows, reds and pinks. This means that each changing area has five or six elements of colour delivered through the door schemes.

Meanwhile Brushed Stainless Steel, part of the DecoMetal™ range was chosen for the skirting boards around the service/payment counters, with Graphite used at the rear of these counters.

Mindful of how busy this store is the new design was introduced in a phased plan, so that no more than a corner of the shop was closed at any one time. In this way trading could continue and there was minimal disruption to the customer. Dalziel & Pow is a design consultancy with one aim: to create great customer experiences. It believes in the role of design to connect brands with their customers, stakeholders and staff and that design is a critical business tool and, when used effectively, can deliver not only profitability, but also visibility, credibility and efficiency.

