



Design and fit out of pilot retail concept for Lipsy who had only traded in wholesale fashion and on the internet.

London's Brent Cross, one the UK's highest taking shopping centre, was seen as an ideal test bed for the project.

# LIPSY

*Design and Fit out of pilot retail concept for Lipsy who had only traded in wholesale fashion and on the internet.*

*This necessitated designing everything from absolute scratch from fixture design to price tags all within a tight seven week programme.*

*The concept was based on the central catwalk feel such as the ceiling feature and light cans associated with fashion shows.*

*FOM placed great emphasis on prototyping key fixtures to optimise proportions and stock densities which proved an invaluable process in achieving a successful launch and establishing Lipsy on the high street.*

**Client**  
Lipsy London

**Location**  
Brent Cross Shopping Centre

**Interior Designer**  
JHP Design Consultants

**Contractor**  
Bursell Limited

**Contract Value**  
£242,500

**FOM Services**  
- Quantity Surveying  
- Project Management  
- CDM Co-ordination

