



In its 100th year of trading on London's Oxford Street, Selfridges continues to transform its retail space, thereby keeping it at the cutting edge of fashion retail.

Management of the retail fit out process, from procurement through to on site delivery was essential in ensuring the success of this exciting transformation process.

Failure was not an option!

SELFRIDGES & CO 2009 - 2010

Continuing our established working relationship with Selfridges in delivering a Contract Administration role, we have been involved with the transformation of not only the ground floor Beauty Hall leads on from our works on the Men's floor, Women's Contemporary Bridge and Ground floor women's accessories.

The transformation of Selfridges Beauty Hall, the largest such retail space in the whole of Europe whilst trading continues proved a challenge for the project team.

The combination of a fast track programme whilst maintaining the cost and quality control of the generic floor works, not to mention the individual brand coordination proved challenging yet rewarding.

The results amazing!

Client

Selfridges & Co

Location

Oxford Street, London

Architect

HMKM

Lighting Design

DPA Lighting

Contractor

Various

Contract Value

Not available

FOM Services

- Contract Administration

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