



Retail Design
Coordination



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INTRODUCTION



Haskoll is one of the leading architectural practices in the UK for retail design with almost three decades of experience. We are a company of internationally recognised, award winning Architects and Designers.

Haskoll has the resources, range of skills and experience to respond to a brief regardless of scale or complexity and is equally at home taking the role of lead consultant, successfully steering Retail Design Coordination throughout concept, design, planning and construction or working as part of a consultant team.

We have a vast knowledge of retail developments including new build, remodelling, refurbishment, extensions, catering, leisure and working directly for retailers. We understand retailers' needs and requirements and have been instrumental in the introduction of retail opportunities to some of the major occupiers on various shopping centres.



Haskoll wholly appreciate the importance of the aspirations and standards required of each and every Developer and Landlord, we are aware that each individual retailer fit out will impact on the success of a development. We work closely with Landlords to develop and maintain solid design schemes and with retailers to inspire them to raise their aspirations both with their design content and quality of construction.

All retailers should be aware that the quality of their fit-out in terms of design content and build has a direct impact on the overall success of a development.

Our retail work includes regular projects for companies such as Marks & Spencer and therefore we also appreciate retailers' requirements as well as those of the developer.

Haskoll work with each individual retailer to encourage them to meet the design criteria for a scheme while working with their brand.

The result - the best possible design solution, unique to each specific situation.

A vital role in today's retail environment

Haskoll and what we can do for you...

- Realize the Developer's Vision
- Set the Design Standards
- Review Retailer's Design Proposals
- Coordinate Technical Issues
- Manage the Approvals Process
- Bespoke Design & Shopfitting Guides
- Collaborate with existing Design Teams
- Enhance the Value of the Scheme
- Maintain a Dedicated and Long Term Relationship with Centres, Developers and Retailers
- Regular Site Visits and Monitoring





The High Wycombe Town Centre extension is the first development of this scale in 50 years in this area and has completely changed the town's image.

The development comprises of considerable retail including new House of Fraser and Marks and Spencer stores, a new bus station, 12 screen cinema, bowling and numerous restaurants.

Each Retailer's store concept is taken through a process to ensure quality, consistency and a high level of design, which

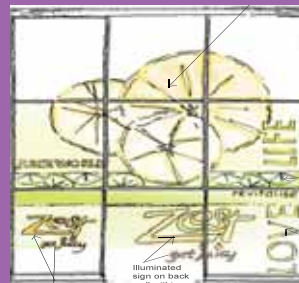
ensures that the individual Retailer's brand presence is epitomised.

A series of separate urban blocks, visually distinct connected by a common palate of materials and design elements each with its own variation or overall design concept.

Providing the Retail Design Custodian role, the BREEAM rating system was adopted to achieve a 'very good' rating for each retailer's fit-out - establishing less environmental impact, low energy usage and as little waste as possible.



Eden High Wycombe



standing tall



St Enoch Glasgow

Since 2006, Haskoll have acted as Interior Designers and Retail Consultants for Ivanhoe Cambridge on both Malls and Foodcourt, and an overhauling of all the centre signage.

The extension of the centre facing St Enoch Square has enlivened this central public area and the remodeled St Enoch Centre is already receiving good press and feedback locally and from visitors.



St Enoch Glasgow



Design Guides & Tenant Handbooks

Our additional role in Tenant Liaison and Delivery is assisting Ivanhoe in creating a far stronger and more integrated retail offer. Our close involvement with the Client throughout development of the project has ensured we have a continuing role in its delivery.

The diversity of architecture for the centre called for 7 separate design guides to be produced by Haskoll each with slightly varying aspirations according to the tenant location.



upholding the design philosophy



Lakeside Boardwalk

Haskoll worked with the Landlord to assist and coordinate tenant's fit outs for the successful Boardwalk development at Lakeside Thurrock.

A diverse yet controlled tenant fit out design strategy was created by Haskoll for Capital Shopping Centres, allowing operators to promote their distinctive identities while incorporating an approach which would maintain continuity of finishes and scale to compliment the architecture of the development designed by other architects.

The Boardwalk is a vibrant destination day and night.

Haskoll encouraged the tenants in the design of the interface with the external environment. Varying the lines and materials of thresholds along the vista adds variety and interest while maintaining continuity of screens and parasols in corporate colours which provide visual movement.

A signage zone was created for all tenants, each encouraged to use this area in a different way in that retailers could use a corporate colour as long as it was not the same as the adjacent tenant.

alfresco eateries



Eastgate Basildon is a shopping centre originally conceived in the 1970s, although its trading patterns were strong, the malls had become tired and dated. Haskoll were appointed by the Landlord in 2007 to refresh the scheme.

Haskoll were also appointed to redesign the Public WCs, Child Care Facilities and Welcome lounge and to remodel the existing Food Court. The new Food Terrace has a series of new units along a ribbon of light formed around a central arena seating 650 covers.

Eastgate Basildon



take a break

Haskoll's Retail Coordination team were separately appointed by the Client to produce a Design Guide to compliment the new contemporary design features within the Food Terrace and coordinate the inauguration of the new tenants to ensure design strategy values were upheld.



The Chimes

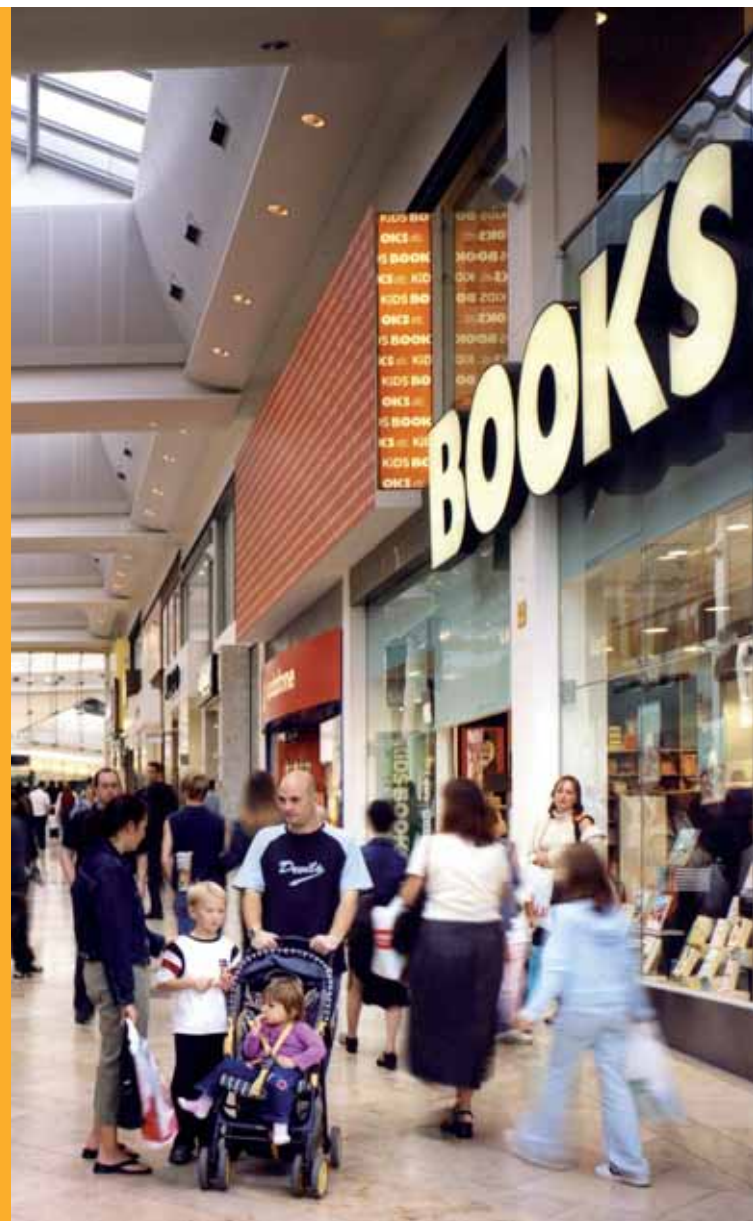
Opened in 2001 The Chimes Station Walk was an early example of the now commonplace double height shop-fronted malls.

The development is nestled between the High Street with its listed frontage and a Piazza housing a Listed Georgian building and timber framed restaurant created from original timber framed

buildings. Haskoll carry out the coordination role and continue to uphold the set design criteria for this diverse development.

The centre houses 71 shops and restaurants and a nine screen Odeon cinema.

The Haskoll role at The Chimes is to manage the Retail Design Coordination.



ancient and modern



The Red Mall at MetroCentre Gateshead opened fully let in 2004 providing 371,000 square feet of new retail space, increasing the size of the centre to 1.8m square feet and making it once again Europe's largest covered shopping and leisure destination.

The new mall provided an opportunity to widen the retail mix allowing some existing retailers who were over trading to take larger flagship stores as well as introducing new retailers to the centre.

MetroCentre Gateshead



Haskoll were the Concept and Design Architects for the Red Mall and separately appointed for the Retail Design Coordination of the 22 fashion and lifestyle stores. The line-up is led by a flagship Debenhams department store.

team effort

great result



The Glades

Haskoll are appointed to coordinate retail installations at the Glades Shopping Centre in Bromley town centre which houses a comprehensive range of retail.

The Glades has recently been extended to create an additional 50,600 sq ft of retail comprising a 3,000 sq ft H&M store and five new shops including Mango and The Body Shop providing new links from the High Street to the mall.

Cut and carve works to the centre are currently being carried out creating a large retail space for a well established fashion retailer.



Chapelfield Norwich

Haskoll Retail Coordination team were originally appointed on Chapelfield upon the opening of the centre in 2005.

The centre comprises enclosed malls on two floors, the upper floor featuring elegant double height

frontages challenging the retailers to create stunning and aspirational shop-fronts, a third floor Dining Terrace and the Chapelfield Plain, an external public space with surrounding restaurants including Wagamama, Tootsies and Mackintosh's Canteen.

The centre was voted Best New Shopping Centre in 2006 by Property Week's Retail & Leisure Awards.

We continue to be appointed to oversee retailers into the centre.

comply and exceed

Retail & Graphic design

A major role of the Haskoll Retail Design Coordination Team is to provide a design consultancy service to developers and landlords of retail centres. We pride ourselves on our ability to work alongside many established retailers' architects and designers and also with independent retailers to develop their corporate image, signage and shop-fronts.

Areas on the mall which often require design input are the commercialisation zones. Where retailers trade off the mall, their arrangement and visual impact have a vast effect on the overall ambience on the mall. Haskoll's versatile specialists are able to provide landlords with design solutions which benefit both the retailer and landlord.

Through the design guides and tenant handbooks, Haskoll's graphic and interior designers work closely together to understand a client's brief, adopting a strategic approach, aiming to produce individual designs that coordinate and complement the appearance and style of a centre.



Retailer's guides

New Generic Retail Design Guide for all Centres
Client: Capital Shopping Centres

Lakeside, Thurrock - Retail Design Guide for Shopping Centre, Retail Design Guide for Boardwalk, Addendum to Retailer's Handbook for Boardwalk
Client: Capital Shopping Centres

Red Mall, MetroCentre - Tenant's Handbook and Retail Design Guide
Client: Capital Shopping Centres

St Enoch Glasgow - Design Guides for: New Mall, Refurbished Mall, Extreme Height, External Catering, Food Court
Client: Ivanhoe Cambridge

The Chimes, Uxbridge - Retailer's Shopfitting Guide and Retail Design Guide
Client: Capital Shopping Centres

Braehead, Glasgow - Catering Area Design Guide
Client: Capital Shopping Centres

High Wycombe Town Centre Redevelopment, High Wycombe - Design Guide
Client: Multiplex Developments (UK) Ltd

Waterfront Hellerup, Copenhagen - Retail Design Guide
Client: Braaten+Pedersen

Fields Shopping Centre, Copenhagen - Catering Design Guide
Client: Steen & Strøm Danmark AS

Kirkgate, Bradford - Retailer's Shopfitting Guide and Retail Design Guide
Prudential Property Investment Managers Limited

The Galleries, Washington - Retailer's Shopfitting Guide and Retail Design Guide
Prudential Property Investment Managers Limited

The Pyramids Food Court, Birkenhead - Catering Area Design Guide
Client: Warner Estates

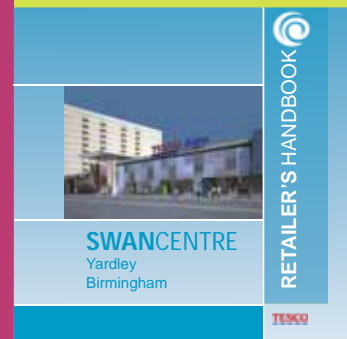
The Oracle, Reading - Tenant's Handbook
Client: Hammerson Plc

Emmen Center, Switzerland - Tenant's Guide
Client: Maus Frères SA

Seedamm Center, Switzerland - Shopfront Guide
Client: Seedamm-Immobilien AG

Centre Manor, Marin, Switzerland - Shopfront Guide
Client: Maus Frères SA

Royal & Morgan Arcades, Cardiff - Retail Design Guide for fit-out & Alterations
Client: Helical Retail



SELECTED CLIENTS



Braaten + Pedersen
British Land
Brookfield
Capital Shopping Centres

Zara
Kurt Geiger
New Look
La Senza Ernest Jones
Guess
H. Samuel
Tie Rack
Swag
Accessorise
Sunglass Hut
Leslie Davis
Claire's Accessories
Monsoon
Bijou Brigitte
Storm
Follie Folli
O2
Orange
3 Phone Store
T Mobile
Vodafone
Vision Express
Optical Express
Going places
Thomas Cook
Waterstones
Borders
Games Workshop
WH Smith
Clinton Cards
The Works

COLLABORATION WITH RETAILERS



Doughty Hanson
Frogmore
Hammerson
Helical Bar

Boots
Holland & Barrett
Body Shop
Perfume shop
L'Occitane
Superdrug
Domo
Roseby's
Currys Digital
Apple
Flutterbyes
Kutchenhaus
Rush hair
Regis
Office shoes
Schuh
M&S
Lipsy
Mango
River Island
Zizzi
Bestseller
Disney Store
TM Lewin
Officers Club Unit
Shuropody
Thorntons
Republic
Sports Direct
JD Sports
French Connection



Ivanhoe Cambridge
Lend Lease
Maus Frères
Prudential

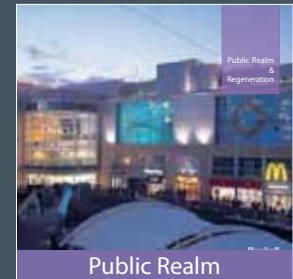
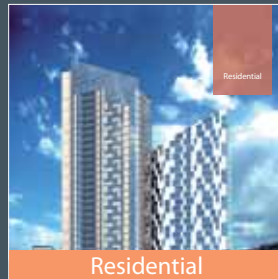
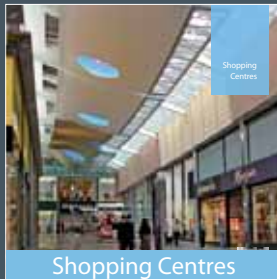
Virgin
Reiss
Jane Norman
Wallis
Soul Shoes
Snappy snaps
Next
BHS
Aldo
Levis
H&M
Phase Eight
Burtons and Topshop
Vendetta
Stieff Gallery
Clarks
Timpsons
Explore Learning
Nauticalia
Aldo
Moda in Pelle
USC
M Butterfly
Secrets
Moda Moda (trades as candy)
Suits You
Yours Clothing
Hawkins Bazaar
Bank Fashions
Envy
Pizza express



Steen & Strom
Tesco
USS
Warner Estates

Giraffe
Costa coffee
Nandos
Spur
Feast
Café Nero
Spud U Like
Starbucks
Pasty Café
Masala
BB's
Subway
Baguette Express
Harry Ramsdens
McDonalds
Coffee Republic
Gourmet Burger Kitchen
Las Iguanas
Café Rouge
Feast
Italian Kitchen
Shakeaway
Greggs
Patisserie Valerie
Revive Juice bar
HED
Richoux
Pret a Manger
Vallorini
Boost Drinks
Café Giardino

SKILLS & EXPERIENCE



Haskoll offer a range of multi-disciplinary services:

- Architecture
- Interior Design
- Masterplanning
- Historic Building Conversion
- Sustainable Design Advice
- Consultancy
- Urban Design
- Lighting Design
- Graphic Design
- Expert Witnesses

Haskoll is quality assured to ISO 9001, has ISO 14001 Environmental Management accreditation and are Investor in People accredited.

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www.haskoll.co.uk

Haskoll are internationally recognised Architects & Designers, delivering award winning designs ranging from large new build developments, mixed-use regeneration to contemporary remodelling and refurbishment projects.

Haskoll's creative teams deliver commercially successful and innovative schemes across a variety of architectural sectors worldwide, creating value for their clients.

Acting for leading developers, insurance companies, pension funds and local authorities, Haskoll also provide specialist consultancy advice.

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