



► SOFTROOM

SELFRIDGES, OXFORD STREET, LONDON 2001

SELFRIDGES MENSWEAR DEPARTMENT SOFTROOM HAVE BEEN CONTRACTED ON SEVERAL OCCASIONS TO REPLAN THE LAYOUT OF AREAS OF THE STORE AND DEVELOP UNIQUE ITEMS OF SHOPFITTING.

SELFRIDGES OPERATE A ROLLING PROGRAMME OF REFURBISHMENT WORKS, AND VIEW HIGH QUALITY DESIGN AS AN ESSENTIAL CATALYST TO INCREASED SALES. THE STORES CONSISTS OF DEPARTMENTS THAT ARE SUBDIVIDED INTO BRANDED CONCESSIONS (GUCCI, RALPH LAUREN

ETC.,) AND 'GENERIC' AREAS THAT CARRY A VARIETY OF LABELS UNDER SELFRIDGES' DIRECT CONTROL. SOFTROOM HAVE PRODUCED DESIGNS FOR THE GENERIC AREAS, AS WELL AS LIASING WITH THE CONCESSIONS TO ENSURE THEIR SMOOTH INTEGRATION INTO THE WHOLE.