

Case Study

RETAIL



Batchelor
ELECTRICAL

CLIENT	ARCADIA
LOCATION	214 Oxford St. London
DESCRIPTION	Refurbishment of Shop Fit-Out
DATE	February–October (36 Weeks)

When Batchelor Electrical Ltd were nominated, in conjunction with Oakwood Shopfitting and Zebra Design Consultants, by Arcadia Group to fit-out the 'World's Largest Retail Fashion Store' it came as no surprise to many.

Batchelor Electrical Ltd have worked with Arcadia Group direct since its inception in 1993, and have completed hundreds of successful projects throughout the UK for their whole portfolio of brands including Topshop, Topman, Dorothy Perkins, Evans and Burton. However, 214 Oxford Street was something a bit special, as officially the 'World's Largest Retail Fashion Store' spanning some 100,000 sq ft split over 4 floors and is a tourist attraction in its own right in London.

The extensive re-fit of Topshop and smaller works at Topman at 214 Oxford Street included the re-organisation of the store to maximise the sales square footage in a phased installation was completed floor-by-floor whilst the store was still trading.

The huge project took some 9 months to complete with a team of dedicated electricians supporting the project, it was officially the largest single project ever completed by Batchelor Electrical Ltd.



FIG 1: Spherical cracked glass designer lighting from Holland



FIG 2: Outside of 214 Oxford St, London

"Batchelor Electrical are a contractor who approach all projects in a positive and professional manner. Their 'can do' attitude rubs off on all members of the project team."

TOPSHOP
TOPMAN

Project Manager, Arcadia Group

Managing Director, Ian Batchelor of Batchelor Electrical Ltd commented:

"This truly is an impressive project. The focal point of the store is the large glass escalators which are set-off with modern cracked glass lighting imported from Holland by designer firm Mooi. Some of these lights are over 1 metre in diameter."

During the 36-week project hundreds of lights were installed from 3-way gimble ceiling mounted spotlights to wall up-lighters, ambient lighting and pay counter illuminated graphic displays creating a consistent and modern message throughout the store.

In addition, Batchelor Electrical Ltd were also responsible for the mains distribution, small power, emergency lighting, testing and inspection at 214 Oxford Street.

Arcadia Group were thoroughly impressed with the finished store and continue to work closely with Batchelor Electrical Ltd in the UK retail sector for store fit-outs.

