

Reign Supreme

New York streetwear brand opens in Paris

Sports retail

In-store marketing

VM & Display Show review



FLOORING

Karndean Designflooring

Making the decision to close its flagship New Street Birmingham store, specialist bookshop giant Waterstones looked to transform its high street shop into a brighter and more welcoming space for city centre shoppers by replacing dull, dark carpets with Karndean LooseLay. Tasked with re-designing the entire store, Waterstones' in-house design team looked to Karndean Designflooring in place of a dated vinyl flooring. Waterstones opted for a modern feel when selecting the distinctive open grain patterns and soft, flaxen blonde highlights of Karndean LooseLay, Providence LLPI08 across all five individual floors including the 42 seat café and interactive children's area. 'Having only nine weeks to refurbish 1,672 sq m, we were immediately impressed with the Karndean LooseLay collection for its quick and easy installation and extra-large plank design,' says Karen Cook, shop development manager at Waterstones. 'It was important for us to create a place where our customers and all book lovers will feel comfortable and at home. By opting for the natural warm look of real timber in a vinyl plank design, we were able to achieve the right ambience and avoid the practical drawbacks of maintaining a real wood floor. Likewise, the acoustic benefits and high wear layer will help us accommodate the increased footfall expected.'

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Polyflor

Luxury vinyl tiles from Polyflor's design-led Expona Commercial range were recently chosen to create a sleek, modern look for innovative skincare brand GENEU's flagship store on New Bond Street, London. Hard wearing Expona Commercial luxury vinyl tiles in the Exposed Concrete design were installed in the new Mayfair store where GENEU offers the world's first in-store DNA test for personalised skincare. Managed by Karen Higgins Projects, this realistic stone effect floorcovering was used as part of the store design in main consulting and treatment areas. The Expona Commercial range featuring 55 wood, stone and effects design options with surface textures for added authenticity.

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International Decorative Surfaces

Featuring 15 new designs, the Tuscan wood flooring collection from IDS has been relaunched. The 37-strong collection includes the most popular sellers with the added injection of fashionable greys, smoked woods and herringbone parquet that keep it on point for the latest trends. Enhancing any new build or renovation project, the FSC certified collection comes with the assurance of a 10 year warranty for solid wood and a 25 year warranty for all other décors. Offering wide design and installation flexibility, the complete Tuscan range offers solid wood, multiply, engineered and Elite engineered flooring, together with wide planked and age-distressed options in Vintage and Grandé.

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