



Fat Face

Clothing for the outdoor type. Top quality materials for high octane sports including, men's and women's t-shirts, rucksacks, bags and wallets.

A&F have fitted out for up and coming clothing store "Fat Face" at two of the uk's landmark outlets.

Both projects had there challenges; Bluewater was dropped on us at very short notice (less than a week) and canary wharf had to be done Day & night and was also a short notice project.

Both projects were turned around in time to the clients satisfaction and allowed both stores to open as planned.

Canary Wharf

- Unit 13, 1 Canada Square
- Canary Wharf
- London
- E14 5AX

Bluewater

- Unit U027B, Upper Level
- East Mall
- Rose Gallery
- Bluewater
- DA9 9SR

Life is out there...

History

Bluewater, Europe's largest and most innovative retail and leisure destination opened on March 16, 1999.

Within its first 12 months of trading Bluewater changed the face of retailing in the UK and became the benchmark for quality British retailing, winning a multitude of international awards including a Millennium Product mark.

Bluewater has successfully combined retail and leisure to offer a day out destination. Bluewater's average Guest spends around 3 hours at Bluewater, and 98% of Guests surveyed in exit polls say their visit is highly enjoyable.

Vision

Extensive consumer research resulted in a triangular design to make shopping easier, with a department store at each corner- John Lewis , Marks & Spencer and House of Fraser - connected by three distinct shopping malls, with retailers grouped together to appeal to different customers.

The Guild Hall offers carefully selected classic high fashion retail, together with lifestyle stores and gourmet restaurants and cafés.

The Rose Gallery is family focussed with major high street retailers.

The Thames Walk offers high street fashions, cafés and entertainment.

The Bluewater philosophy is simple: to make shopping an enjoyable, stress-free experience, to treat its customers as Guests. Trained Hosts are on hand to give a 'helping hand' with shopping and provide information about where to shop, eat and which facilities are available.

Bluewater's striking architecture and innovative retail design sets it apart from other shopping destinations. Situated in a stunning location among towering 50 metre high cliffs, Bluewater is surrounded by a tranquil landscape of lakes, parkland and trees.

An Information Pack has been assembled with facts and figures on the centre, general information about Bluewater, its history and background details of the thinking behind the architecture and philosophy of Bluewater.