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Project: Austin Reed Regent Street Shoe & Accessory Department

Brief: Create customer awareness to new shoe brands, entice customers to shoe floor. System to be flexible, versatile and reflect high value product. Store staff to be able to re-locate or change products and fixtures quickly and easily without tools. Overnight installation with no disruption to sales floor.

Solution: Install the new and unique magnIQ system by cladding existing walls, columns and staircase with laminated metal sheeting. Heavy load bearing mirrored magnetic bricks adhere to wall surfaces displaying product.

Result: Dramatic increase in shoe & accessory turnover. Happy customer.

