

# Project Case Study: Retail Fitout

## Client Challenge

In early 2025, a national fashion retailer sought to reposition one of its flagship locations following a sustained decline in foot traffic and in-store conversion rates. The existing layout lacked flow, product visibility was limited, and the in-store experience no longer reflected the brand's evolving identity.

The brief was to modernise the environment, improve customer circulation, and increase dwell time, without exceeding budget or disrupting peak trading periods.

## Scope of Works

The project included:

- Full strip-out and reconfiguration of a 420sqm tenancy
- Redesign of the customer journey and product zoning
- Installation of custom joinery and feature display systems
- Integration of digital touchpoints and POS upgrades
- Lighting redesign to enhance merchandising impact
- Coordination with landlord and centre management

Works were delivered under a staged program to minimise operational downtime.

## Key Considerations

- Maintaining trade during construction
- Tight programme constraints within a live retail centre
- Alignment with updated brand guidelines
- Cost control within a fixed capital expenditure budget
- Sustainable material selection where feasible

## Outcome

The completed fitout delivered an improved spatial flow, clearer product hierarchy, and enhanced customer engagement zones.

The refreshed environment aligned with the retailer's updated brand positioning while improving operational efficiency for staff.

## Results

- 22% increase in in-store foot traffic within three months
- 18% uplift in conversion rate
- Improved back-of-house workflow and operational efficiency
- Positive customer feedback on store layout and overall atmosphere

