

DATUM

Where designs come to life

Case Studies

HACKETT



Datum was appointed by Hackett, the international menswear retailer, to fit-out their 260 sq m flagship store at Westfield at White City in west London.

The appointment followed a number of successful projects that Datum delivered across the UK, Eire, France, Austria and Germany.

Datum was involved from the outset and produced all layout, elevation and section drawings, which were approved by Hackett and by Westfield's centre management, prior to manufacturing and installing every element of the interior fit-out. Datum also provided design and build services on the HVAC and electrical elements.

Although the concept for the brand is residential and architecturally Georgian in style, the main focus at Westfield was to work with the triple height entrance area and to create multiple sales rooms, where the various collections are contained in their own environment.

Datum successfully achieved Hackett's desire for a sense of tradition and authenticity, which also involved Datum's craftsman creating beautiful items of traditionally-styled sales desks and display cabinets, which were all finished to Datum's usual high standards.

For the triple-height entrance area Datum created a dramatic full-height feature wall cabinet, complete with library-styled moveable steps for merchandising the display. A chequered black and white floor provided a striking contrast to the dark wood interior, which was complemented with dramatic over-sized stripes painted on the walls.

Hackett was delighted with the new store, which involved Datum working around and liaising with a range of contractors, scheduling deliveries and working 24 hours a day to meet the deadlines.

