

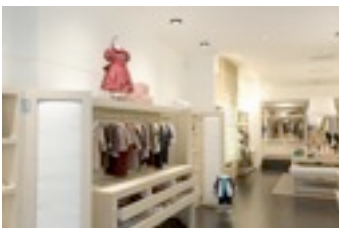
Case Studies

MARIE-CHANTAL

Marie-Chantal is an established international luxury childrenswear brand, with stores in London, New York, Los Angeles, Athens and Thessaloniki. Following the successful delivery of Marie-Chantal's concession in Harrods in June 2008, Datum and London-based designers, Bentheim, were then commissioned to create Marie-Chantal's flagship store in Sloane Street, London.

Datum worked closely with Bentheim to deliver the high quality interior appropriate to the brand and held a series of regular design review meetings throughout the pre-site and on-site phases. Through this collaborative approach care and attention to every detail was assured, which resulted in Datum manufacturing and installing the individually designed display units, and the co-ordination of the overall scheme through all the stages of concept design, strip-out, manufacture and fit-out, as well as incorporating a number of client changes.

Bentheim's design created an inviting entrance area showing glimpses of the brand at the back of the store with the 'brand wall', which features the golden Marie-Chantal logo that appears to float off the back wall finished in the brand's blue. This was designed to give customers a real sense of connection with the brand and invites customers into the store.



Datum manufactured white-washed American oak units designed for each age group and function. Towards the front of the store, there are a number of loose furniture pieces displaying ranges for new born and baby age groups. Bentheim's attention to detail evokes the intimacy of a nursery, drawing the customer towards the centre of the store, which has a feature full height shoe display wall, an oversized display table and opposite an illuminated back wall display unit adds drama to the space. The raised area to the rear of the store is devoted to boys' clothing ranges and changing facilities.

Commenting on this project, Bentheim's creative director, Darryl Amos said: "Working with Datum was a pleasure from start to finish. I found their level of service exceptional. We have now worked together on a number of high end projects and they have been professional throughout the design and construction process. The level of finish they achieve is unmatched, which within the higher end of retailing is critical. There is always a dedicated approach to each project and, importantly, a universal ethos where by each project is finished on time and within the stated budget. I cannot recommend Datum enough and always look forward to working with them."