



## Sheridan&Co takes Swedish make up brand nationwide

Design consultancy Sheridan&Co has created a retail installation for cosmetics brand Pixi, to be used in Debenhams and Boots stores around the country. Taking the brand's Make up to Wake Up packaging as inspiration, the retail area in Debenhams features a 3m-high wall bay in a pale matt green and screen printed with overlaid gold graphics. A recessed display area with a dressing table displays the product range. **Rf**

## House of Fraser unveils spring/summer windows

Prop Studios has designed and created the spring/summer window displays for House of Fraser, taking inspiration from Cubism and the Guggenheim building in Bilbao. The sculptures, crafted out of metallic powder-coated aluminium, consist of a continuous uninterrupted flow of angular geometric shapes that travel from window to window. The structures, which measure up to 7m in length, have been installed into 46 windows, across the top 10 House of Fraser stores. The display provides a backdrop to the mannequins and is used to merchandise stock with discreet magnetic hooks that attach to the sculptures. An additional 38 stores across the UK will feature giant printed interpretations of the scheme. **Rf**



## Spanish fashion brands to launch in UK

Brand Empire, a subsidiary of Land Securities, has agreed terms with Spanish fashion retailer Grupo Cortefiel to bring three of its core brands to the UK. The arrangement marks the first deal concluded with a retailer using the Brand Empire vehicle. The three brands - Cortefiel, Springfield and women'secret - are set to launch later this year, with discussions for first locations currently underway. Brand Empire will invest in the store set up and employees, while the brands will be responsible for the product line and brand marketing. **Rf**

The Attic Room has installed a new consultation area and window display into Selfridges for a prestigious cosmetic brand, to celebrate a 10-year award partnership. The design agency has also designed and built the promotional area for makeup brand Lancome for the department store. The display has been created to launch the brand's latest lip gloss as well as mark 10-years as official beauty partner with BAFTA.

U.S. fashion retailer Gap has announced plans to enter the Italian market in 2010, as one of its long-term growth investments. The company plans to open Gap and Banana Republic flagship stores next door

to each other in Milan's leading shopping centre on the Corso Vittorio Emanuele later this year. The company also announced plans to bring an online shopping site for Gap and Banana Republic to the UK.

The Crown Estate submitted plans last month to Westminster City Council for the redevelopment of two blocks on the west side of Regent Street. Known as projects W4 and W5, the two blocks currently contain a number of buildings that offer 'poor quality, inefficient' office and retail accommodation. The £200m investment will deliver two new buildings, each offering in excess of 14,000 sq m of retail and office accommodation.

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