



## Project Details

Eight Store Roll-Out for L'Oreal

## Client

Oracle Interiors Ltd

## Location

Standalone Store Bluewater,  
Debenhams Belfast, Cardiff  
Gateshead, & Milton Keynes  
Selfridges Oxford Street,  
Harvey Nichols Knightsbridge  
Fenwicks Newcastle

## Our Role

Cost Management  
Measured Surveys  
Project Management

Following the success of Biotherm in the Far East and Europe L'Oreal took the decision to launch their products in the UK with a boutique store at Bluewater, and following its success, 7 more concession counter stores across the country within 5 month.

Oracle Interiors (our client) were commissioned by L'Oreal to undertake the management of the complete store fitting out process from vacant shell to handover of the boutique, and subsequently, the concession counters stores.



In order to enable the client to concentrate on the fit out, and following a recommendation, Oracle approached the FYNE team, tasking them with making the concept work from a standard Biotherm worldwide catalogue of concept designs.



FYNE surveyed the stores at an early stage and by taking note of existing services and potential site problems ensured a practical approach when it came to modelling the space. They also provided 3D CAD models to allow the retailers to visualise the finished layouts. FYNE re-designed and value engineered some of the equipment within the standard concept catalogue to meet UK standards, thus enabling Oracle to manufacture in the UK rather than purchase it from Paris, allowing cost savings and project time for the client.

Throughout the development of the boutique and the later rollout process, FYNE provided advice on manufacturing and installation costs, providing ongoing options, and thus allowing decisions to be taken quickly, and more importantly with confidence by Oracle and their client L'Oreal.