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# RETAIL CASE STUDY:
# MICHAEL KORS, REGENT STREET

## DETAILS

**Project:** Michael Kors, London
**Location:** Regents Street, London
**Duration:** 32 weeks
**Value:** £4.6M
**Client:** Michael Kors

### OVERVIEW

Guildprime was tasked with delivering the American fashion brand's flagship store on Regent Street, one of the world's most prestigious shopping destinations, famous for its flagship stores and international brands.

## OBJECTIVE

With their proven track record of delivering prestigious projects of the highest quality, Guildprime was selected as the main contractor to fit out the fashion retailer Michael Kors' largest store in Europe, comprising of over 15,000sq ft, split across three floors, situated in the middle of Regent Street.

## WORKS INCLUDED

- Major structural alterations
- A pale, weathered limestone 'runway' leads from the entrance through the entire store whilst Dark Macassar wood floors and tables, Venetian wallpaper, Calcutta marble fixtures and shelves of brushed stainless steel throughout
- Installation of passenger and goods lifts
- Manufacture and installation of a clear span, stainless steel staircase together with a mirrored Sensitile® LED feature wall over three floors
- Bespoke joinery and metalwork throughout
- Installation of fenetre glass features, bronze shop-front, specialist floors and marble

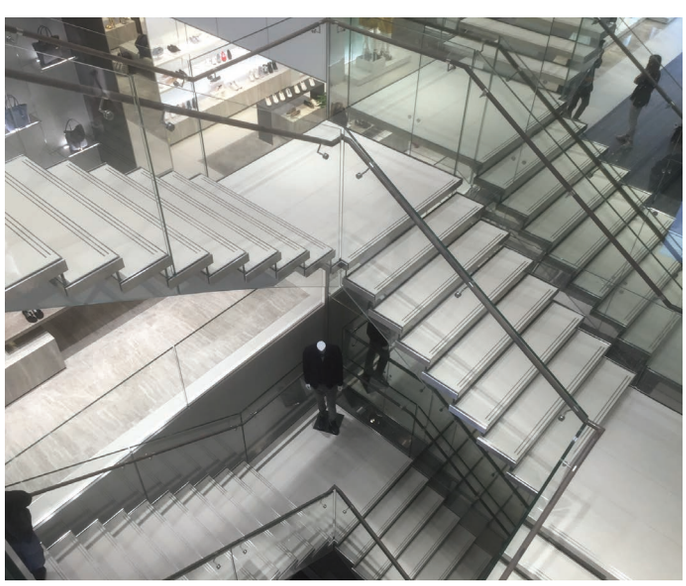
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# CASE STUDY GALLERY







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## Project perspective

"The program was challenging as we completed the whole store within six months, which is a short turnaround for a project of this size, and our team was working hard all day, every day. Despite this the end result speaks for itself - it looks stunning and the feedback has been great."

Kevin Potter, CEO, Guildprime

## THE CHALLENGE

- A large number of structural alterations were required to the fabric of the building to accommodate the new staircase, passenger lifts and goods lift.
- Installation of the floating staircase was a complex process. The stainless steel and glass staircase design had only two points of contact with the floor from the basement right up to the first floor.
- Working in such a busy, premium retail location requires effort is made to minimise noise and disruption.

## THE SOLUTION

Drawing on over 40 years of refurbishment expertise, Guildprime combined technical precision, extensive planning, off-site fabrication and stakeholder-focused delivery to successfully execute a complex transformation within a live retail environment.

## CONCLUSION

Presenting glamour and style outside and in, Michael Kors Regent Street seamlessly combines a stunning bronze shopfront with chic interiors. Clean lines, stainless steel units and marble features complete the space, in addition to a special waterfall-style glass that has been incorporated throughout the store.

## THE COMPANY

Guildprime is a high-end construction and fit-out contractor that has been delivering quality projects, from it's base in Essex, since 1985. With a focus on quality, innovation and meticulous attention to detail, the company manages complex projects from conception to completion.

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