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RETAIL CASE STUDY:
WATERWORKS, LONDON

DETAILS

Project: Waterworks, Kings Road
Location: Kings Road, London
Duration: 22 weeks
Value: £1.4M
Client: Waterworks

OVERVIEW

After the successful fit out of Waterworks in 2015, Guildprime was requested by this high-end retail store to deliver a luxury revamp in 2022.

OBJECTIVE

Waterworks is a luxury retailer showcasing stylish, high-end fixtures, fittings & accessories for the bathroom & kitchen. Guildprime originally completed the fit-out of this flagship store in 2015 - seven years later a full renovation was required, expanding to three floors with interactive displays, new fixtures, kitchens, and tile libraries.

WORKS INCLUDED

- Installation of high-end fixtures, fittings and accessories throughout the 3 floors
- Creation of new staff toilets and a bespoke open plan kitchen for visitors
- Extensive wall and floor tiling
- Innovative millwork installed on all three floors
- Mechanical works included the provision of new air conditioning & heat recovery units plus plumbing for the new toilets and kitchens
- Electrical works consisted of upgrading the entire existing electrical system throughout the store including a new distribution board, new lighting throughout and new small power flow systems to newly created areas
- Installation of new glazed fire doors
- Decorations

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CASE STUDY GALLERY







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What the client said

"Brilliant work, we all loved working together with this fantastic team."

Director of Real Estate & Construction

THE CHALLENGES

- Working within a prestigious retail location on King's Road
- Achieving exceptional finish quality consistent with a luxury brand
- Integrating new displays within an existing structural shell
- Maintaining a clean, refined aesthetic across multiple product zones

THE SOLUTION

Guildprime delivered the project with a highly considered, detail-driven approach befitting a flagship luxury retail environment.

Careful logistics planning and discreet site management ensured minimal disruption within the prestigious King's Road location.

Exceptional finish quality was achieved through the use of skilled trades, rigorous quality control and close collaboration with the design team to realise the brand's exacting standards.

CONCLUSION

The end result is a refined, luxury retail environment, smoothly delivered for a valued return client - a standout interior on one of London's most prominent design-led high streets.

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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