

STORES: FRESH DESIGNS

NEW YEAR, NEW PROJECTS

Retailers battled to open shops in time for Christmas and the result was a wealth of impressive store design. **John Ryan** looks at the best around



RARE BASICS – A SUPPORTING ROLE

It is not often that a visual merchandising product manages to make it on to these pages, but a magnetic system from Rare Basics does merit a mention.

Many a carefully crafted interior has suffered when a slat wall or supposedly invisible bracket system has to be deployed for a merchandising push. But the Rare Basics system features panels in a variety of finishes onto which magnetic fixtures can be attached.

Nothing terribly remarkable in this, you might think, but weights of up to 20kg can be supported, which means the walls remain clean-looking and any visual merchandising changes can be handled in a more straightforward and flexible way.

Austin Reed has already adopted the system for the shoe department of its Regent Street flagship in London and John Lewis is giving it a spin in the picture department of its Trafford Park store in Manchester.