

CASE STUDY: Kelly Richardson

Background

Kelly Richardson is a retailer who sells handbags, purses, bag charms and a range of women's seasonal accessories for every occasion. Kelly has been trading in Hildreds Centre for many years, even prior to CentreSpace's involvement in the Centre. Originally operating from an old style handcart before moving to two Retail Merchandising Units Kelly was keen to work with us to design a new bespoke kiosk to help improve the aesthetics of the mall and ultimately increase sales.

Venue

- The Hildreds Shopping Centre is a high demographic centre, with local shoppers making 1 – 2 visits per week.
- The Centre has a total of 30 units. Anchor stores include Home Bargains, Wilkinson's and Superdrug.
- Hildreds is an extremely popular tourist destination, particularly over the summer and has an average footfall of 115,00 per week.
- The aim was to improve the appearance of the mall in line with the industry trend of bespoke kiosk retailing replacing the standard Retail Merchandising Unit format.
- To improve sightlines on the mall
- Not only to improve the aesthetics of the mall, but to also contribute to the success of Kelly's business.

Aims

Execution

- Kelly designed a rectangular shaped kiosk, neatly sectioned and equipped with appropriate shelving in order to maximise display space. The outward facing display enables customers to catch a glimpse of the products at every angle when walking past.
- The structure of the unit has mostly been built from grey slat wall and consists of contrasting orange detail for an eye catching element. Due to this design, Kelly has found displaying her spring/summer accessories a lot more convenient – “The scarves are effectively merchandised and handbags are hung so customers can clearly see each design”.
- The boxed lighting on either side of the kiosk has worked beautifully, especially during duller days, the lighting allows all accessories to consistently stand out.



Results

- There has been a 15% -20% increase in sales since the new kiosk was installed with the first week of the Easter holidays seeing a 30% increase in sales from the previous year's trade.
- The opening of the kiosk has been met with an exceptional levels of positive feedback. Kelly has had some overwhelming comments from local customers, businesses, the centre management team and holiday makers.

“I am absolutely delighted with the new kiosk and I want to thank Centre Space and the landlord for giving me this opportunity”

Kelly Richardson



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