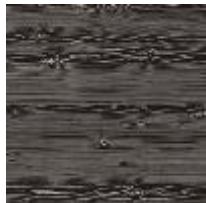
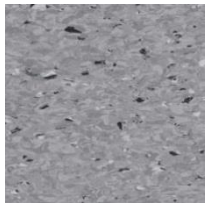




Established in 1948, Galton Flowers has shown huge business longevity, and its creativity and flair has been acknowledged with their inclusion in London's prestigious Westfield Centre. Here at another of their sites ;Brent Cross, stDES were brought in by Phoenix shop fitters to develop a design allowing the Florist to move sites within the centre. Looking to retain much of the finishes in the new site and combine it with purpose made fixtures from the their existing, the challenge was to combine the two in a design which maintained the brands character and flair. Retaining the new sites black slat-wall panels was not only cost effective, but with the use of spot lighting provided a dramatic back drop to the flower display's. A black and white wood effect vinyl plank was laid on the floor in a striking diagonal pattern which not only co-ordinated with the finishes colour palette but also drew passer-byes attention into the heart of the shop.



Floor finishes used

GALTON FLOWERS
Florist
Shop & School





As the site was not only a retail space but also a school of floristry. The need for working space and wet areas in which to both tutor and create displays and arrangements, put further pressure on the diminutive dimensions of the site. Ensuring that there was an eye on the shop at all times and easy access to the raw materials, necessitated that all the action took place in the front of house space in full view of the customers. However unlike in some businesses the art of Floristry is engaging to both customers and passers by alike.



GALTON FLOWERS

Florist
Shop & School

(All visuals by stDES)