

Best know for delivering flowers, the Interflora brand originated in 1910 when two American florists ‘telegraphed’ an order to each other from opposite sides of the country. For the first time, beautiful bouquets could be made and personally hand delivered anywhere in the country within a day. Today, it is a brand known worldwide.



# In Brief

- Rapid design and install of ‘trial’ sites for ‘proof of concept’ prior to UK roll out.
- Illustrate the local florist & Interflora relationship
- Showcase skills and expertise of florist
- Maintain visual ‘store individuality’ (principle... ‘consistently unique’)
- Create compelling displays. - Create a ‘cared for’ customer space





# Branding development



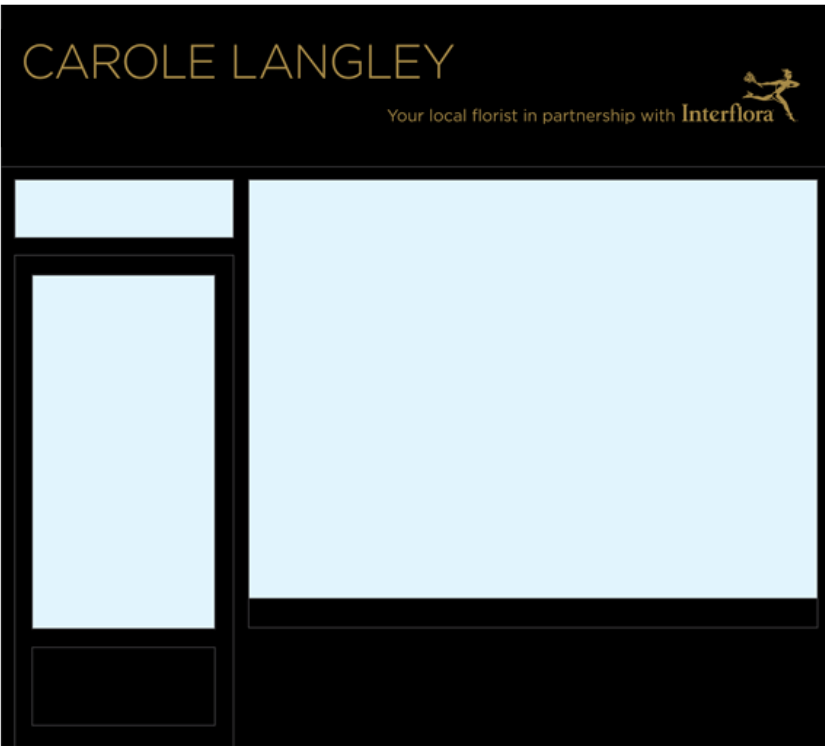
The **Ampersand** is used as the conjunction between the two names 'Turners and Interflora' emphasising the partnership

It also becomes a flower vase with 2 single cut stems (each partner) both recognisable blooms, both stems sharing the same water.  
Finished in gold.



The shopfront promotes the 'local' florist and Interflora connection whilst reiterating the '*consistently unique*' objective.

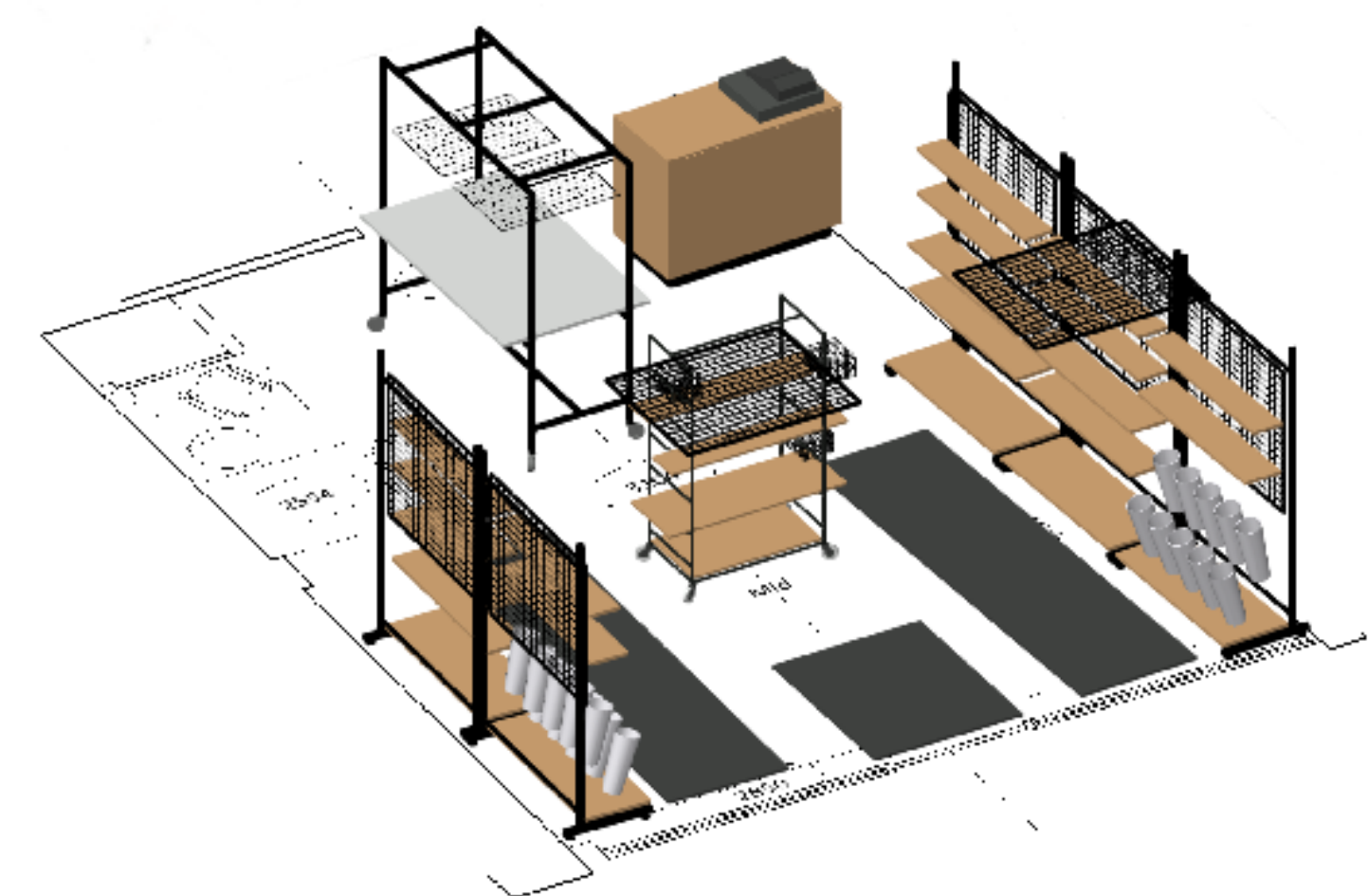
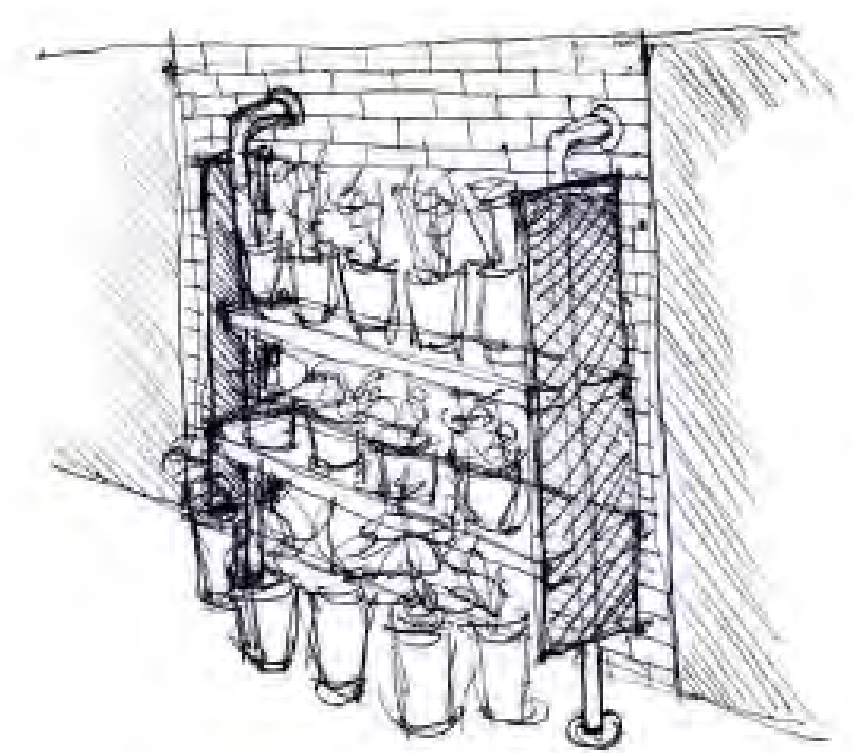
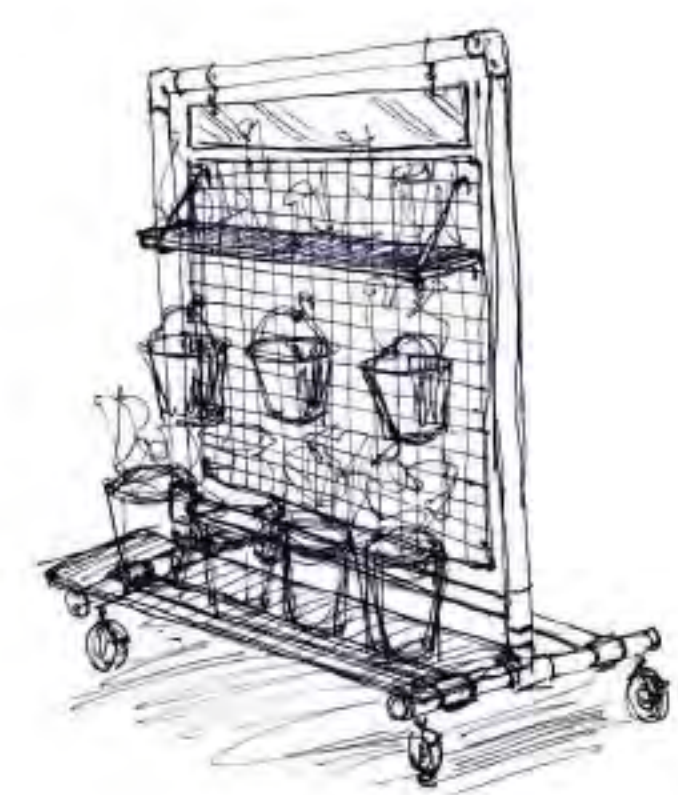
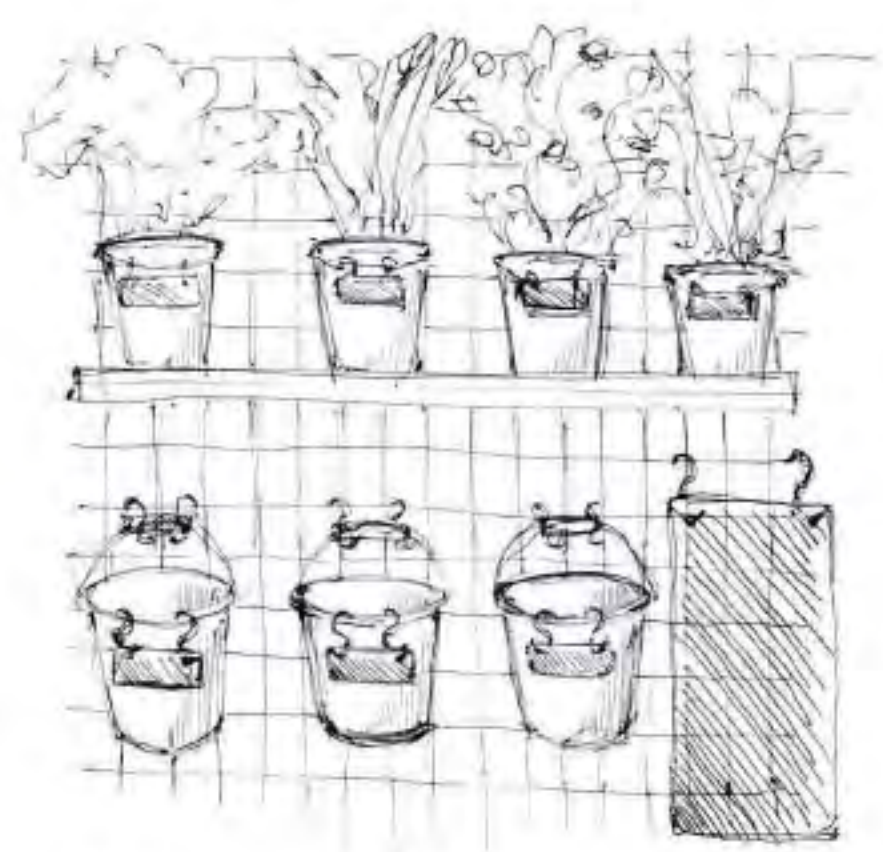
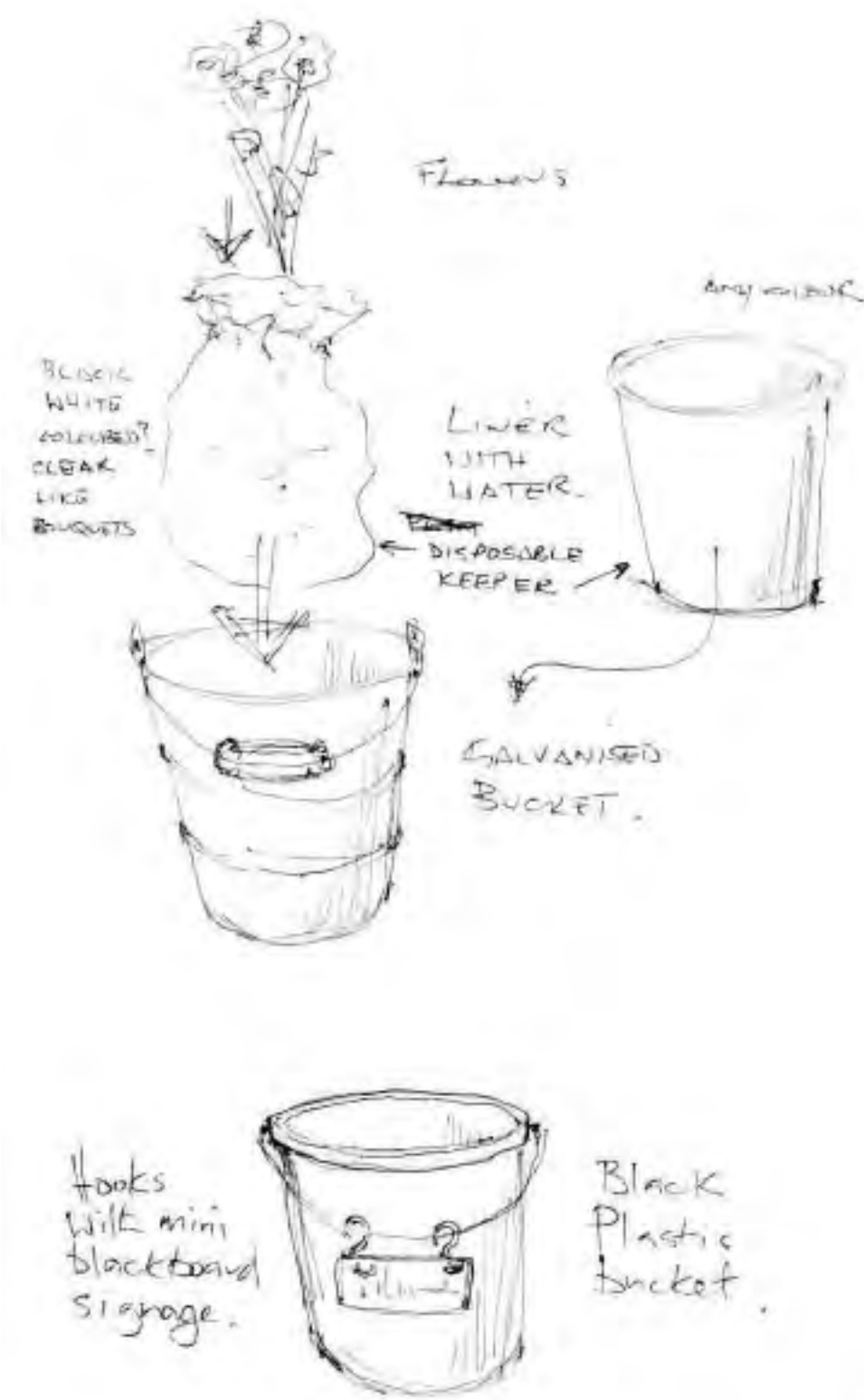
Using the secondary colours from the Interflora Brand Guidelines the entrance door is highlighted.  
Door colours can change from site to site to reinforce the message of '*Consistently Unique*'  
The window 'meadow' graphics can pick up the door colour to match, leaving the black frame to pull the fascia into surrounding the shopfront.



The final design for the shopfront and fascia developed into the above scheme where the 'marketing strapline' became the conjunction between the local florists and Interflora along with a 'two colour' scheme used to frame the colour of the flowers within.  
(Signage design and artwork provided by the client)



Interior development



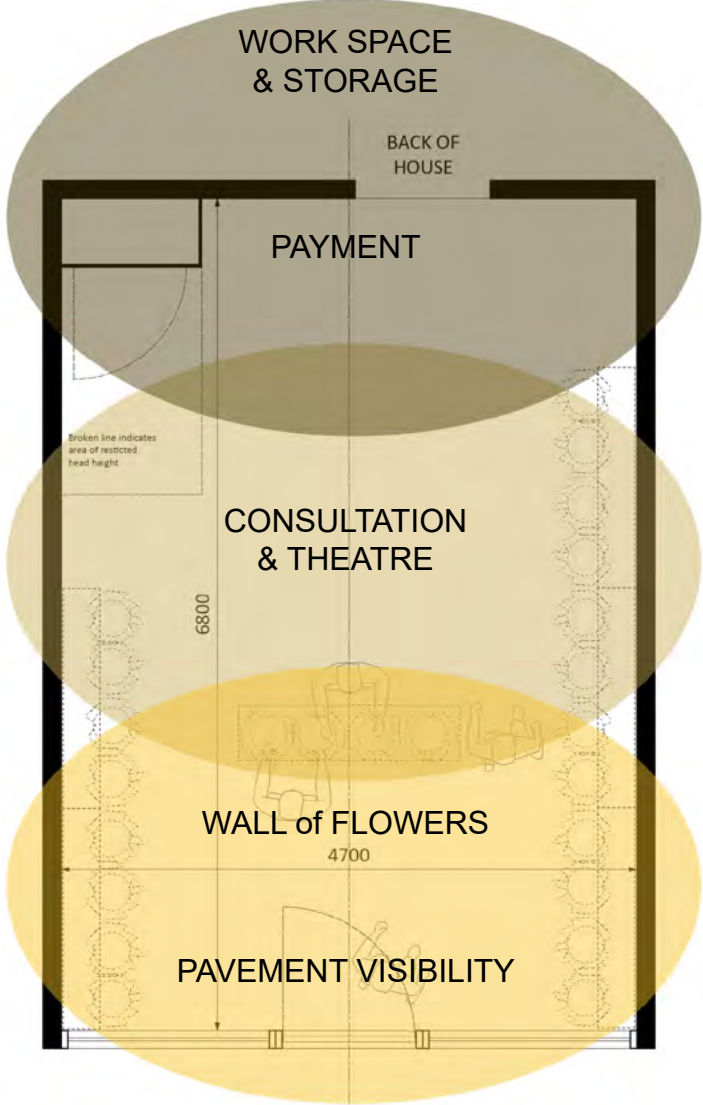


# Interior development



Through the clients own commissioned research, customer insights indicated, *‘flowers viewed against a black background, provided the most striking and appealing presentation of flowers in-store’*

This prinicple was adopted throughout the design scheme to create ‘backdrops’ where flower displays were positioned, along with a secondary ‘Cream’ to provide balance and contrast with gold / silver highlights



**Principles.**  
Create visibility into the store to allow all products and activities to be seen from the pavement.

Create the impression of a *‘wall of flowers’*, within the first 3-4m of the store. (Sun shades and awnings should be used where available to protect the product).

Create a space for a *‘theatre work bench’*, to provide a customer consultation and promote florists skills allowing a positive first impression to be made throughout the working day.

Payment processes and computer ordering / printing to be positioned at the rear of the retail space, with general back of house work and storage beyond.

Prioritise customer and staff ‘touch points’ in the cold, damp store environment, to improve ‘comfort values’ when specifying.



**Development visual**  
*‘Wall of Flowers’ zone as seen from the pavement*

**Development visual**  
*‘Theatre Bench’ and consultation zone. Opportunity for greater customer interaction.*





# Interior development

After a very tight programme of design, development, manufacture and installation on a tight budget, each of the trial sites have shown great promise with like for like sales up and very positive feed back from customers and staff. The 'kit of parts' sitting in a flexible design scheme has provided a 'consistently unique' appearance to suit sites of all shapes and sizes within the groups portfolio of partner florists. The monitoring and development continues.

