

# Elevating the customer experience to the NEXT level

**£8m** (combined)  
/ Project value

**March 2013**  
/ The build commenced

**Ongoing**  
/ The duration

Recognised for our consistent and seamless delivery of turnkey solutions, we have been a trusted interior fit-out partner of NEXT since 2013. As part of the fashion giant's ambitious Store Redevelopment Programme, we have completed multi-million pound transformative projects, complete refurbishment upgrades and cosmetic works throughout the UK and Ireland. Our expansive NEXT portfolio includes the successful interior fit-out of the retailer's largest store in Ireland at Abbeycentre in Newtownabbey.

## The brief

Focused on its repositioning strategy to meet evolving consumer demands, NEXT has forged a valued working relationship with us to ensure the completion of a range of complex interior fit-out projects throughout its flagship stores. Combining structural alterations, M&E works and associated builders' works, we are also tasked with improving the quality of in-store displays, graphics and windows.



"Through excellent delivery and relationships, GRAHAM remain an integral part of our ongoing Store Development Programme and retain total confidence that future projects will be delivered with the same professionalism and expertise."

Graeme Jenkins, Regional Shopfitting Manager  
NEXT

“There was an excellent working relationship between Store Management and Site Staff, a management, which GRAHAM demonstrated to great effect whilst maintaining a trading site. The site management was very proactive in identifying and resolving problems.”

Robin Crane, NEXT Inverness

### The challenges

Although each NEXT project is unique in its own right, the nature of retail refurbishment presents common challenges particularly around mitigating disruption to the client, neighbouring businesses and consumers. Our NEXT project at Eastgate Shopping Centre in Inverness, covering 30,000 square feet, was particularly noteworthy for retaining at least 60% of the trading floor area while work was being conducted over an 18-week timeframe. Close collaboration with the Store Manager was therefore a priority throughout the programme, which involved phased and night-time working.

### The solution

At NEXT the fit-out and appearance of its stores are fundamental to its overall objective – the delivery of a high quality “customer experience”. We are aligned to this mantra and channel our interior fit-out expertise to enhance the outcomes for both NEXT and its customers. This approach was exemplified in our successful fit-out of Ireland’s largest NEXT store at Abbeycentre, Newtownabbey. Consisting of 43,000 square feet, the outlet stretches over three floors and was handed over after a 17-week intensive programme.

### Outputs & Benefits

- / **Grand Scale:** We successfully handed over Ireland’s largest NEXT store at Abbeycentre, Newtownabbey
- / **Mitigating Disruption:** Successful management of projects from beginning to end with little or no disruption of day to day business activities
- / **Project Efficiency:** Projects are delivered on time and on budget, often within a live environment
- / **Resolving Challenges:** At Inverness we retained at least 60% of the trading floor area while work was being conducted



For more information on how we’re delivering lasting impact:

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**GRAHAM**