



StoreView® of Levi's first UK women's store

Take a virtual tour of Levi's first UK women's store at Bluewater. This StoreView® was created as part of CADS sponsorship of the Creative Retail Awards in 2019



Retail case study by
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CADS was delighted to create a StoreView® of Levi's first UK women's store as part of our sponsorship of the Creative Retail Awards.

Levi's first UK Women's Store at Bluewater was very much a collaboration between the large global retailer, designers Lucky Fox and Jessica Sharville and shopfitters CDS Group.

The design of the 1,900 sq ft women's store – the second of its kind globally – was all about creating an 'on brand' experience that would represent the diversity of the Levi's female customer.



Enforcing the brand ethos

Levi's approach and openness to Lucky Fox's creative design solutions was inspiring and essential in creating this experience enforcing the brand ethos for customers to make Levi's their own.

From the LED window signage reading "Started by us, finished by you", through to the beautiful and authoritative campaign images of the Levi's women, to the bespoke hand painted murals by Jessica Sharville, in the fitting rooms.

CADS sponsors store collaboration category

Organised by the Shop & Display Equipment Association (SDEA) and Retail Focus Magazine, the Creative Retail Awards is an annual event recognising and rewarding innovation and excellence in retail design.

CADS was delighted to sponsor the Overall Store Collaboration category for new stores opened in the last year which demonstrated clear communication and collaboration between suppliers, designers and the retailer throughout the whole design process, from planning to completion.

Collaborating on retail projects is at the heart of what we do as retail space planning experts with our StoreSpace® space management platform, surveyors and StoreView® virtual tour software with customers.



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project started?**

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