

twelve.

CREDENTIALS

A bit about us

Established over 16 years ago back in 2007, Twelve are an independent London-based creative design agency, specialising in environments, branding and communications.

We create intelligent, award-winning solutions for a broad range of clients across many sectors including retail, F&B, health & beauty and hospitality.

From small start-ups to global brands, we tailor our teams and approach to ensure we always provide visually impactful, customer driven and commercially successful solutions.

twelve.

Our approach

We have a simple proposition at the heart of everything we do:

Focus on your customer to bring your brand and experience to life, we won't design for the sake of it – everything has to earn its place.

From the way you speak to the way you feel in store – we work collaboratively across disciplines to ensure the tone is just right. This includes plugging in where **we add most value**, working closely with you and other **specialists** to deliver the best results.

We work in a multi-disciplinary way to create holistic brand experiences and award-winning creative solutions.

Decades of experience helps us to combine commerciality and pragmatism with creativity, to deliver positive change for brands across the globe.

twelve.

CREATIVE STRATEGY

ENVIRONMENTAL DESIGN

LAYOUT & PLANNING

MODELLING

VISUALISATION

FIXTURES & FURNITURE

BRANDING

COMMUNICATIONS

SIGNAGE & WAYFINDING

DIGITAL STRATEGY

ARTWORK & IMPLEMENTATION

PRINCIPLES & GUIDELINES

Here's a few of the brands we've helped...

Sainsbury's



REWE

Dan Murphy's



habitat 



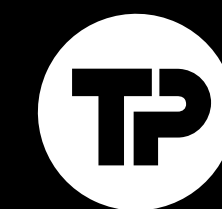
 dobbies



 DUFRY



countdown 



Travis Perkins

///ACTION

OUR

Supermarket

CREDENTIALS

DINNER
is served 

Taking the stress out of dinner time

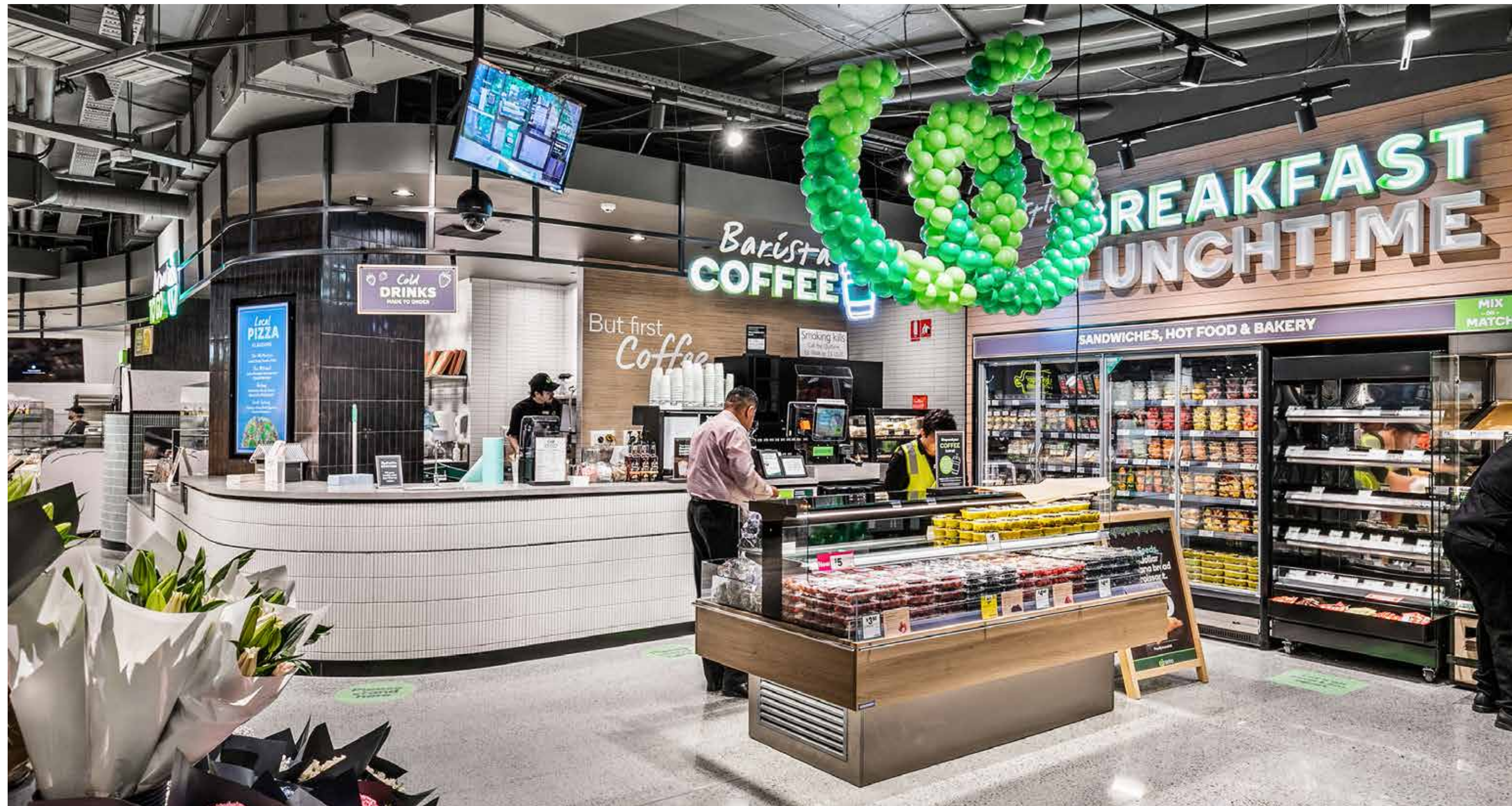


Curry bars, sushi, a pizza oven, and an ‘entertaining zone’ with deli platters were just some solutions we used to intertwine shopping missions and meal occasions in convenience store Metro’s retail environment.

Unity is at the core of this project, where design juxtaposed an intuitive layout with vibrant style and digital integration. The result? A seamless and dynamically delightful experience at every customer touchpoint.

Based on its collaborative feel, the space even features an artisan baker run by The Bread and Butter Project, which invests 100% of profits into training refugees in baking skills.





- * Leading with solutions ('Dinner for tonight') with an easy and enjoyable customer journey through digital integration, tone of voice, wayfinding, signage and interior design.
- * Accentuate community atmosphere with diverse solutions, local suppliers, and social involvement.
- * Innovation in convenience with sustainable initiatives across myriad touchpoints.

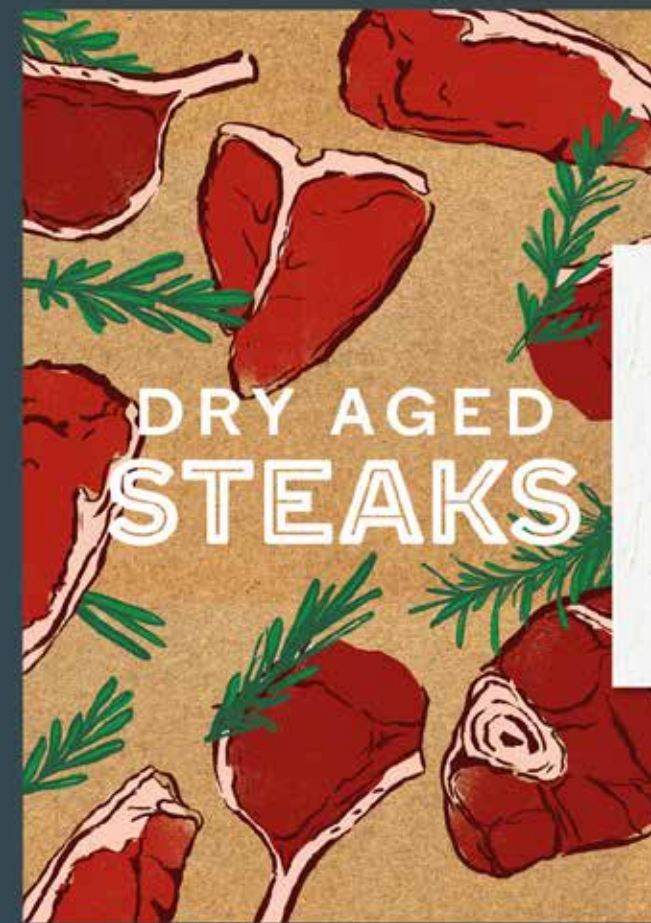
Defining success through partnerships & collaboration



An out-of-the-blue call in 2016 for a full store refresh has since snowballed into a long-term relationship and a collaborative journey to reach a 'fresh food market' ambition, now on iteration 3.5 for retail giant Woolworths.

We won Woolworths trust with whole store strategies for all their business ventures from supermarkets to convenience (Metro) through category interventions and partner brands.

This is a true testament to how a focus on building relationships and thinking collaboratively can return in abundance for all involved.

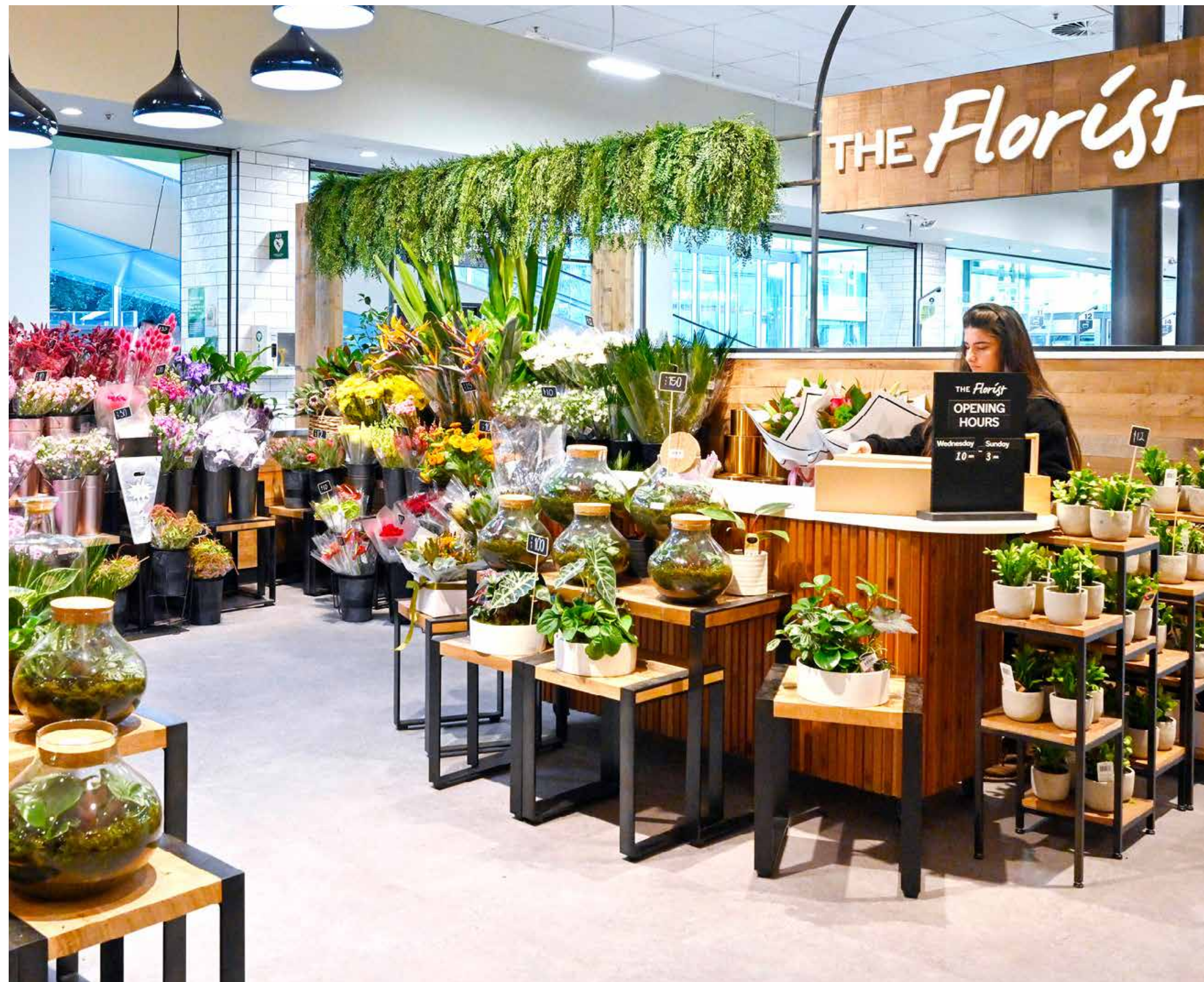


Dry aging increases
tenderness & flavour
for an intensified
eating experience.
Ask the team to try!



Our partnership led to a stream of projects that, through joint ambition, propelled Woolworths not only to progress but to elevate along its brand journey in order to set a distinct market-leading standard.

- * 1,000 new concept stores and counting whilst maintaining an equivalent of £400 a store.
- * Orchestrated over 50 projects cohesively, managing communications and environmental designs on a large scale.
- * Innovative ideas, conceptually challenging projects, and diversity in formats, sites, categories, and departments thanks to trusted partnership.



Fuel for thought in design cooperation

REWE EXPRESS/LEKKERLAND
GERMANY



‘Food for now’, ‘food for later’, and ‘emergency top up’ were customer missions at the centre of a fuel forecourt design that intertwined convenience and food on the move.



Strategic illuminated signage facilitates wayfinding for customers to either directly pay for fuel, shop for snacks, fresh food, alcohol, and soft drinks, choose a takeaway, or sit in and eat in a contemporary and fresh setting.

We worked symbiotically with supermarket giant REWE to harness high product density and operational requirements at a micro-level to facilitate absolute efficiency and seize every opportunity to bring the project together perfectly, even down to the tiny details.



- * Using design as the cohesive central element that fosters corporate partnerships and brings multifaceted retail propositions to life.
- * Establishing trust and building relationships that make working across borders easy.
- * Deep diving into customer journeys to find the best solutions for speed and convenience.

Fruit & Veg

Excited for
what's in store

SAINSBURY'S

SELLY OAK & HEMPSTEAD VALLEY, UK

FOOD MARKET



Fresh Kitchen

Coffee Bar

Fresh Kitchen

Coffee Bar

KIDS

Kids 1-7 years

Faced with such a wide range of products in Sainsbury's, trust is underpinned by the retail experience and customer journey.

Working alongside Sainsbury's, we not only support this trust but create it through consistent, simple, and instinctive concepts.

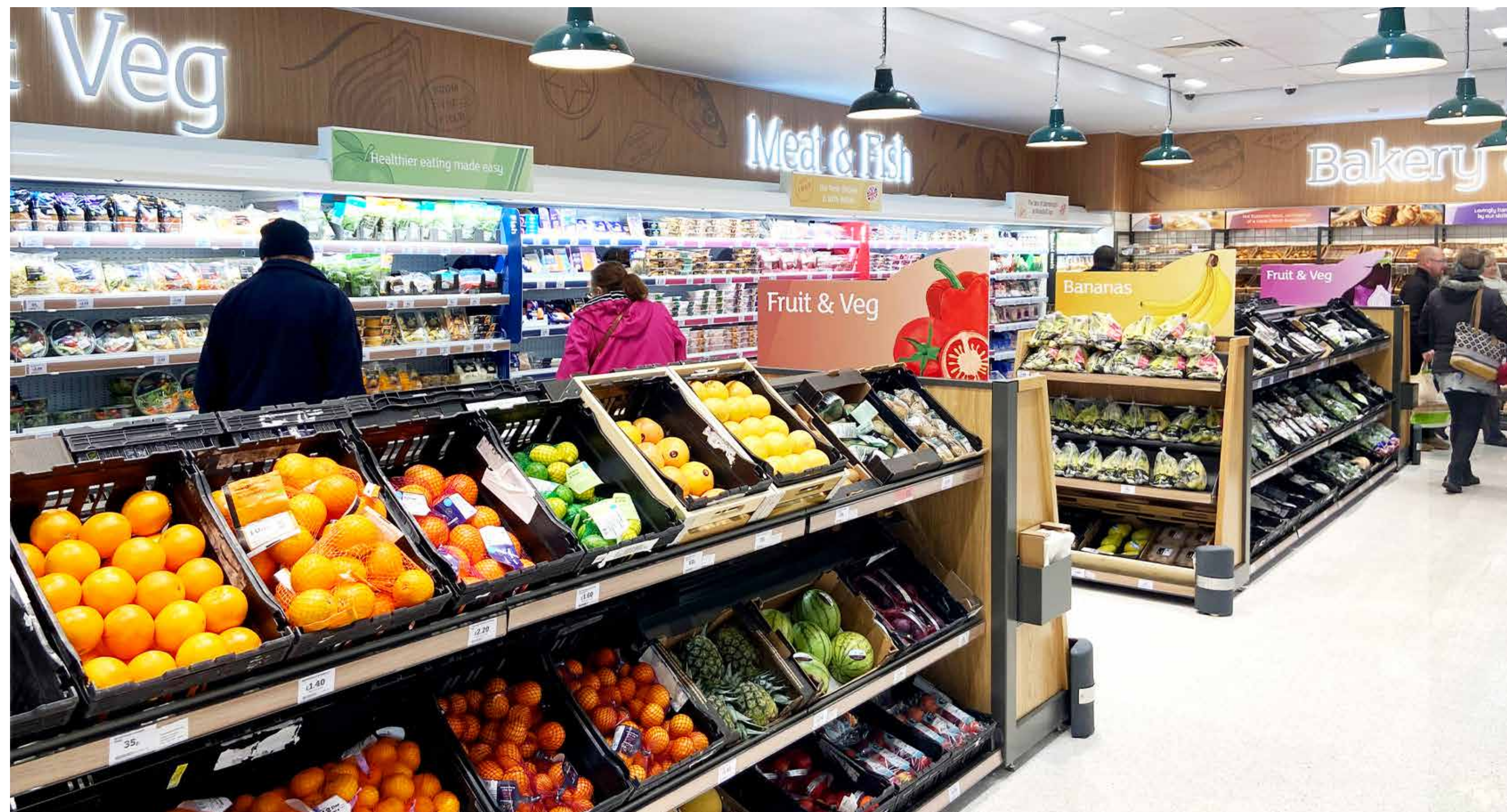




And while we hone commercial viability, sustainability, and a welcoming feel, we're always pushing the boundaries of the creative frontier to inspire innovation.



SAINSBURY'S CONVENIENCE
MANSION HOUSE & WOODHALL SPA, UK

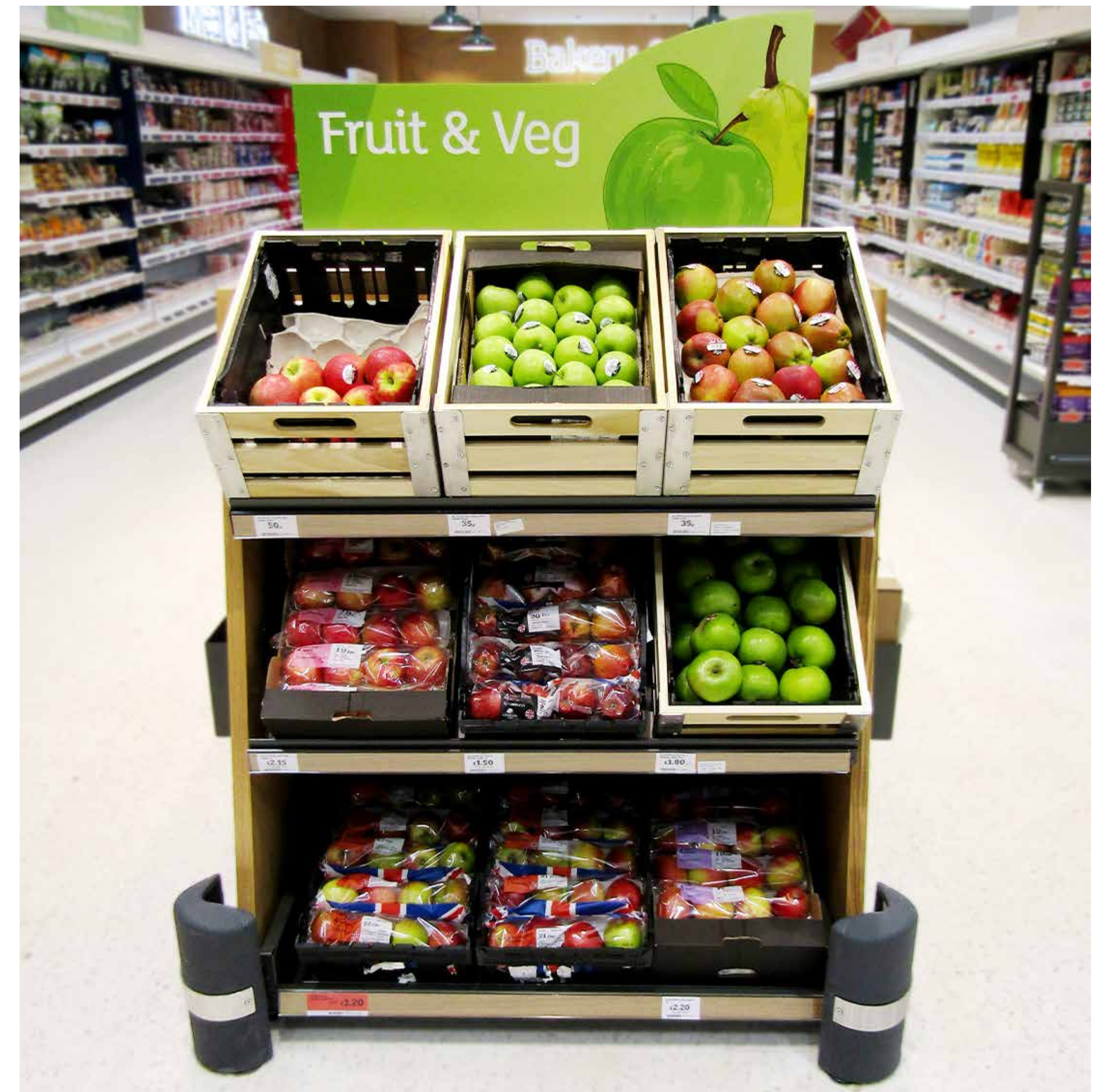


Welcome
TO
WOODHALL SPA
Sainsbury's
EST. 1869
LINCOLNSHIRE

Bakery

Hot buttered toast
centre piece of a
Great British breakfast





- ✱ Over 20 years of partnership across all formats, including 'Grab & Go' format, Just-Walk-Out stores, Bakery, Fruit & Veg, Beauty, GM and Clothing pilots, and Fuel stations.
- ✱ Pioneering as Sainsbury's lead concept agency, creating recognisable environments across the UK.
- ✱ Embracing oncoming store overhauls, brand development, and sustainable initiatives.

A fresh re-telling of Dekamarkt's story

DEKAMARKT
THE NETHERLANDS



Thanks to our 15-year relationship with Dekamarkt, we know they're humble farmers by trade with a deep love for locally grown products that help their communities thrive.

It's the story all supermarket chains wish they had, and it's this we celebrated in their project, breathing life into their origins with storytelling that permeates their store environments.



Concept implementations from 'World of Food' in Marlo to 'Deka Fresh'in Haarlem, have translated DekaMarkt's story into a customer experience, most recently being rolled out across the whole estate via the new 2.0 scheme.

- ✱ A long-term relationship based on trust and a deep understanding of the brand.
- ✱ Spearheading a unique design proposition with storytelling at its heart.
- ✱ Executing consistent, holistic support through communications strategy, design, and physical implementation.



OUR
Food & Drink
CREDENTIALS

Raise a glass to brand storytelling

**DAN MURPHY'S
AUSTRALIA**



A celebration of wine and beer drinking in a place that personifies discovery and value.

As we delivered multiple nuanced stores, we never wanted to lose homage to Dan Murphy's original store on Chapel Street.

With Dan's nostalgic story at the heart of the space, we gave it the freedom to be dynamic and cater to ever-changing needs, from masterclass evenings to showcases, inviting customers to connect with the products.



THE *Dan Murphy's* CELLAR



From the tiered 'Cellar' to the 'Zero' pop-up and, most recently, super-premium high-ticket bottle tastings from rare vintages, there's something for everyone in this rich design concept.

- * Elite design with affordable, sustainable materials, and creativity flexibility to cater to mainstream and premium audiences.
- * The success of this project paved the way for our work with BWS in Sydney.

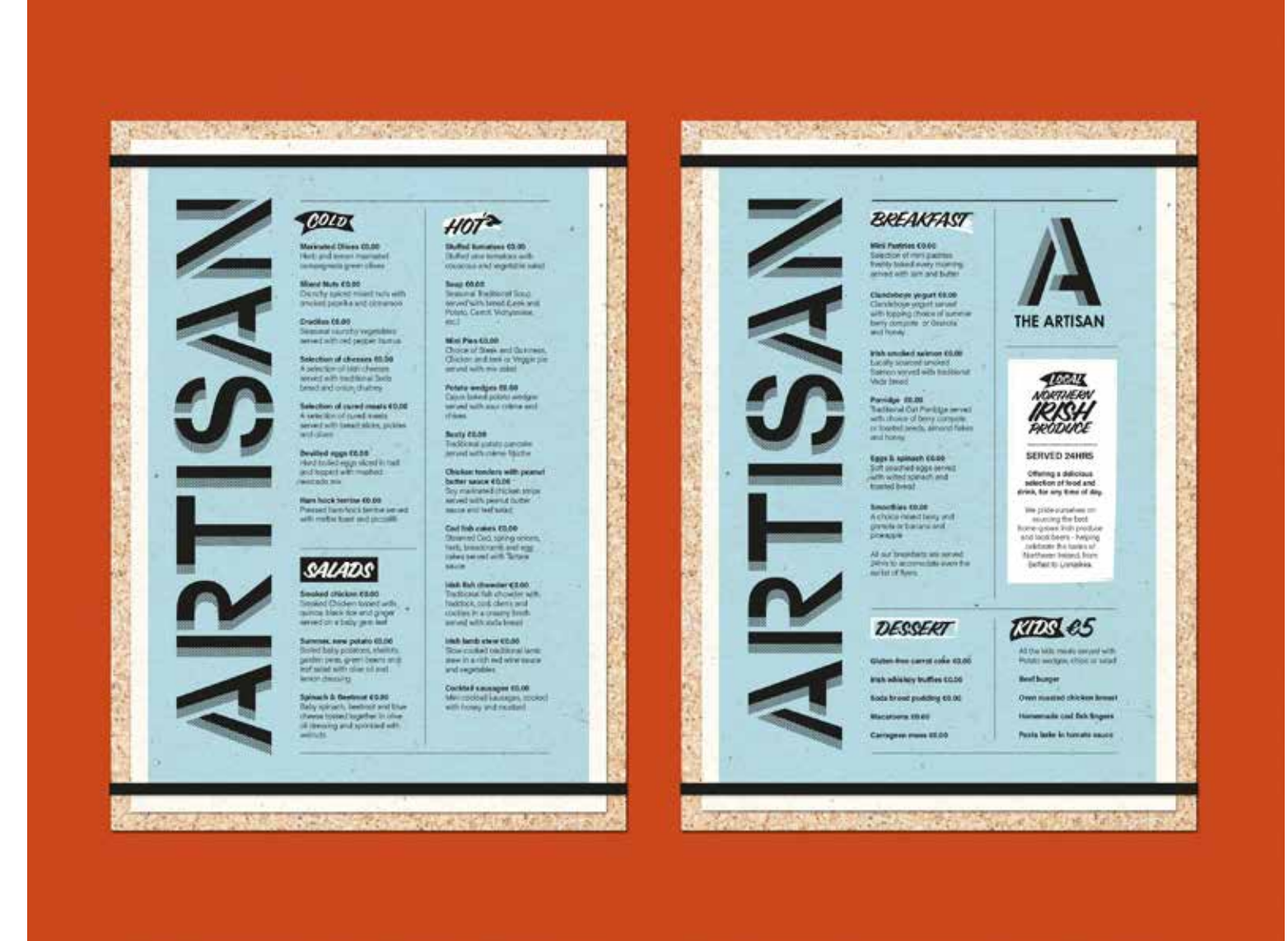
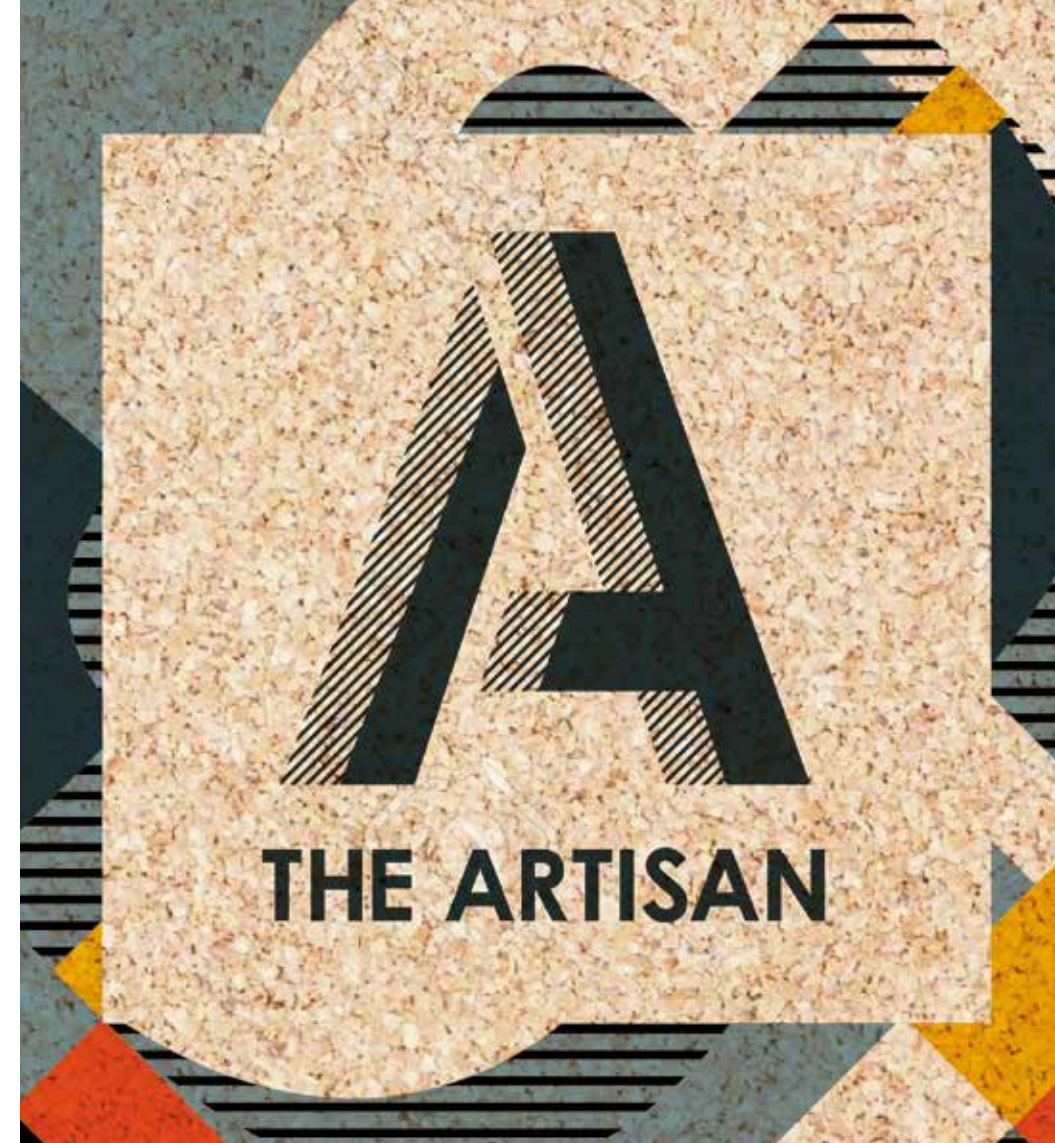




Spaces that let
your imagination
take flight

HMS HOST
UK, EUROPE & SCANDINAVIA

We're proud of our distinct, memorable bar and restaurant spaces within airports across the world, including The Artisan in Belfast City Airport.





Reflective of Northern Ireland's rich cultural heritage in literature and art with a five-meter immersive mural; Nordic Kitchen in Skavsta Airport, the centrepiece of the site with a 9,000 sp ft bar and 300 covers all aesthetically styled reminiscent of Scandinavian heritage; and a traditional open kitchen British pub in Manchester's Terminal 3 airport with a 'Pork and Pickle' deli providing extending takeaway food service.

All airport venues aimed to provide travellers with a relaxing experience whilst showcasing cultural design elements in a setting of operational efficiency.



- * Design was subtly engineered to support the time pressure of the airport without affecting the atmosphere.
- * Regionally resonant design that combines a celebration of the host city with the excitement of travel.
- * Sensitive design approaches for multiple audiences at once, accessible, approachable, and inclusive.

A big impact for a small business

GRILL MY CHEESE LEATHER LANE, LONDON

As storytellers, we couldn't resist a project with a backstory like this one.

A city duo sick of their 9-5's quit to pursue the dream of creating the best grilled cheese sandwich. No doubt they achieved that goal, but their existing branding hindered them from elevating and breaking into street markets.

Twelve was tasked with producing a new identity that encapsulated the entrepreneurs' passion for their product. In close collaboration, the new brand mirrored their superior product, vibrant personalities, and commitment to quality.





- * An engaging experience applied to numerous touchpoints, including website, stall designs, and marketing assets.
- * Our commitment is unwavering, from tiny independent businesses to large, multi-branch companies.
- * Creating a tangible identity from a seed of inspiration. No project is too small for a big idea.



A photograph of a modern bottle shop interior. The shop features high ceilings with track lighting, orange and silver shelving units, and a central pillar wrapped in a colorful, abstract mural. Several people are visible in the background, and the shelves are stocked with various bottles of alcohol. The overall atmosphere is contemporary and stylish.

A bottle shop with attitude

BWS

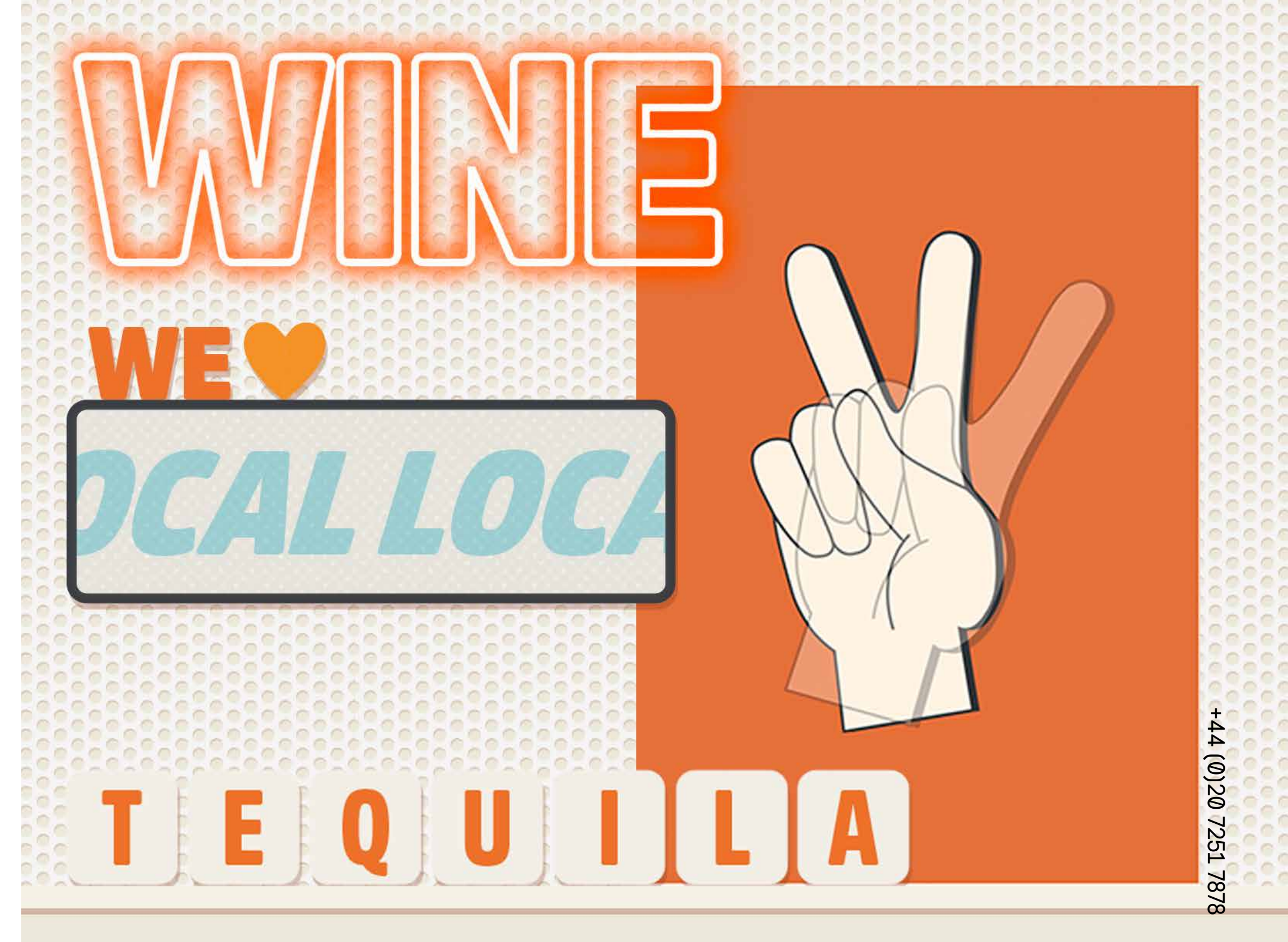
SYDNEY, AUSTRALIA



With an immense product range and a matching reputation in Australia for drinks convenience, BWS set us on a quest to find a resonance with Gen Z shoppers.

We needed to bring their stores up to date and find a way to appeal to more universal audiences.

Central to our approach was an amalgamation of BWS's existing USPs: it's huge product range, cheeky tone of voice, and magnetic team spirit. We translated this into a playful customer experience with a reinvigorated design language that fostered clear value messaging in a price-sensitive market supported by team spotlighting and localised range editing.





- ✱ A dynamic and unusual tone of voice and attitude captured through diverse touchpoints.
- ✱ Managing disparate audience desires and interests, attaining new audiences without losing existing demographics.
- ✱ An example of how a tight budget can be optimised for volume and value.



Enriching daily life for local customers

WOOLWORTHS/METRO 'THE KITCHEN'

SYDNEY, AUSTRALIA



Situated in Double Bay, The Kitchen is a Woolworths concept store, emerging as a hub that combines sustainability, wellness, organic produce, and specialist incubator ranges from local suppliers.

We aimed for a local hub that enriches daily routines from 100% organic coffee to an evening meal and everything in between.

This design included an inviting shopfront blending a vivid floral display with a coffee bar spilling into the street. The space is framed by a long-counter kitchen and kombucha bar.



- * Crafting a premium communications framework while keeping sight of essential macro brand messaging and feel.
- * Integrating unique, small, local offerings for an affluent local audience.
- * A foundational commitment to sustainability and wellness targeted at foodies and premium quality seekers.



Dining with a difference

CENTER PARCS

UK



Center Parcs approached us to design a new gastro-pub or its new Woburn Park holiday village.

The space we created catered to the restaurant's differing needs by incorporating a series of areas that flowed into one another: an informal bar with substantial timber tables near an open kitchen with family booths and a slower-paced, more luxe vibe at the rear and outdoor terrace.



Our graceful design showcases different food service styles and answers the changing needs of Center Parcs' visitors with elegance.



- * End-to-end project implementation: proposition, logo and identity, environment design, and execution.
- * Exemplifying how design can stretch across many needs in style.



THE
SHEARING
HOUSE
- CANTEEN - BAR & TERRACE -

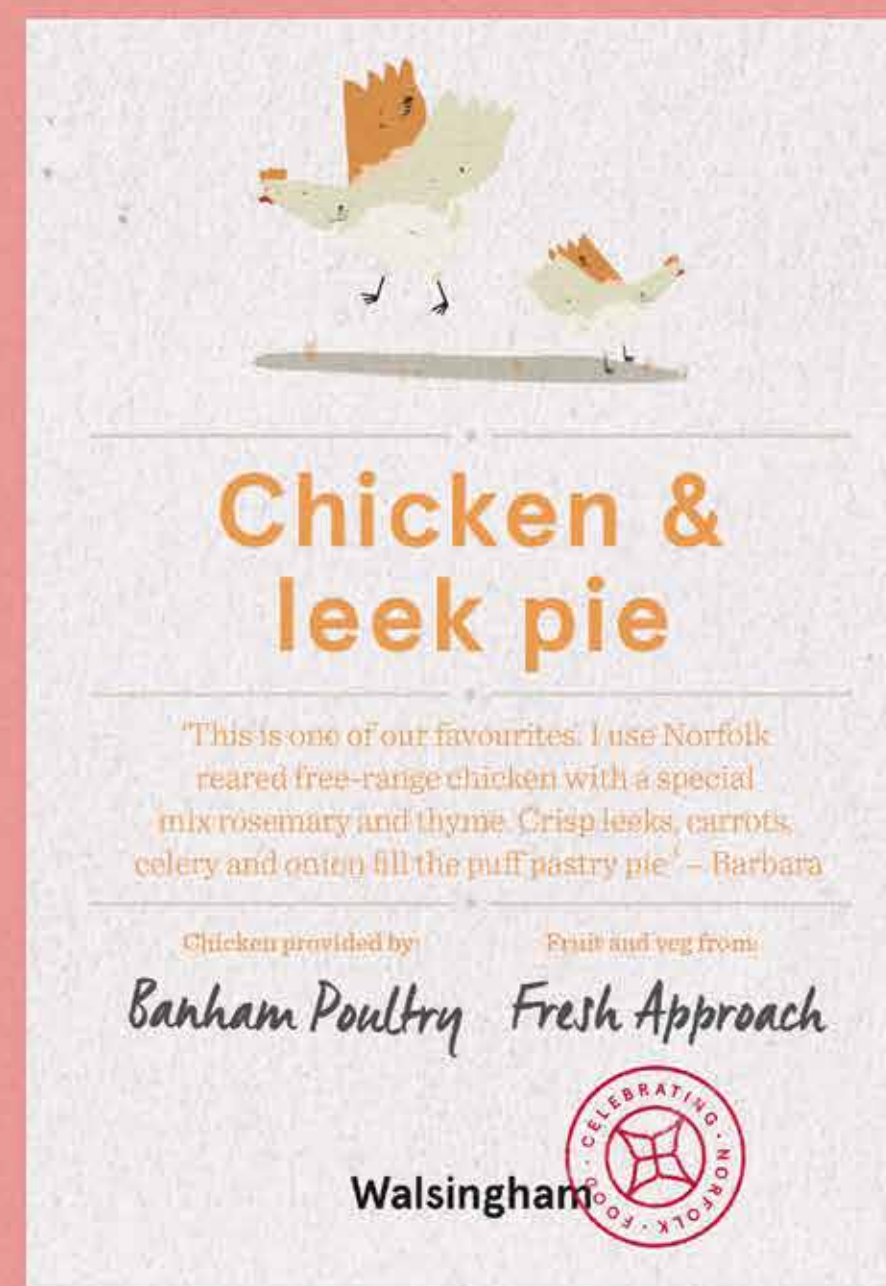
Brand consistency at every touchpoint



WALSINGHAM FARM SHOP
NORFOLK, UK



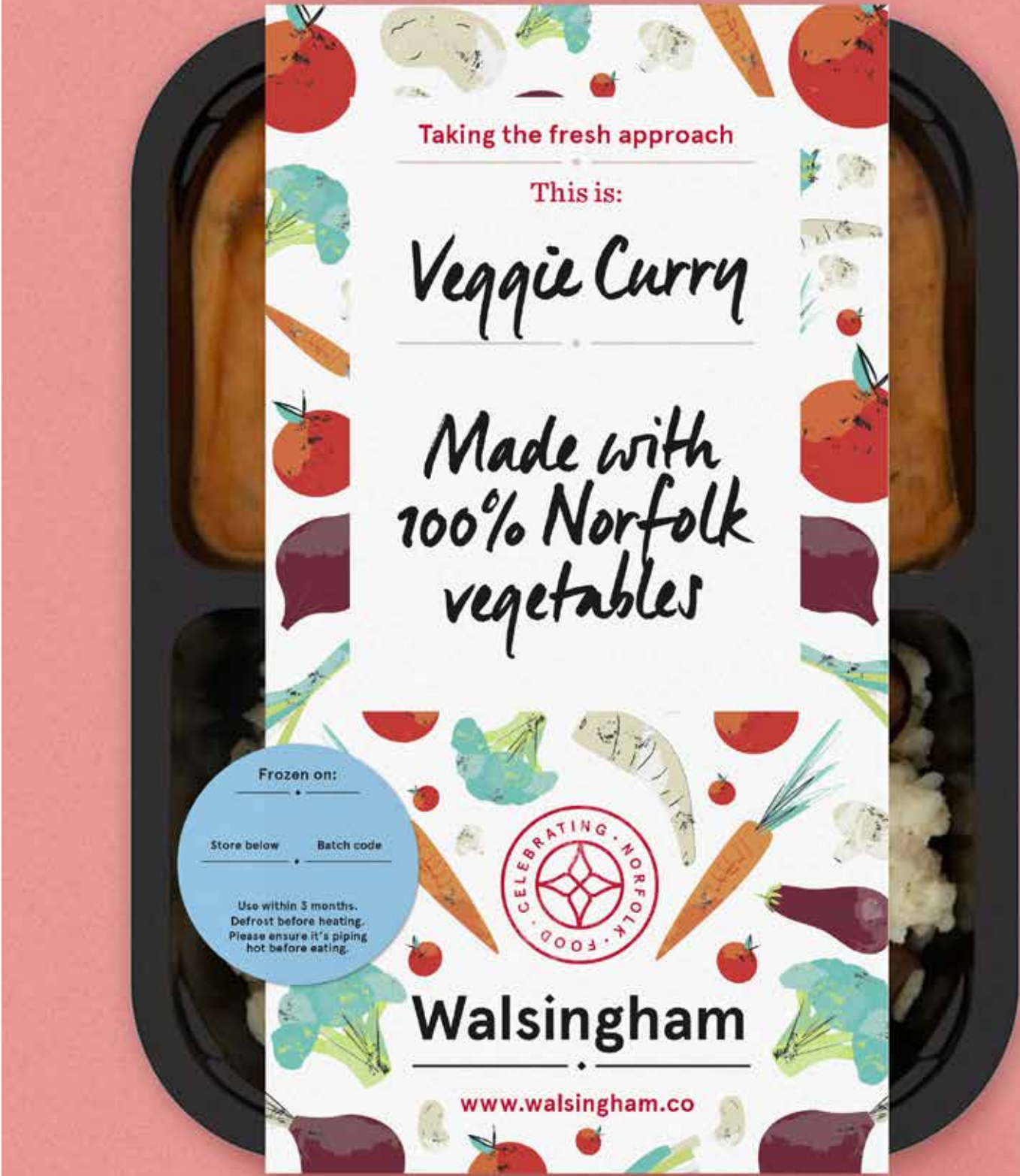
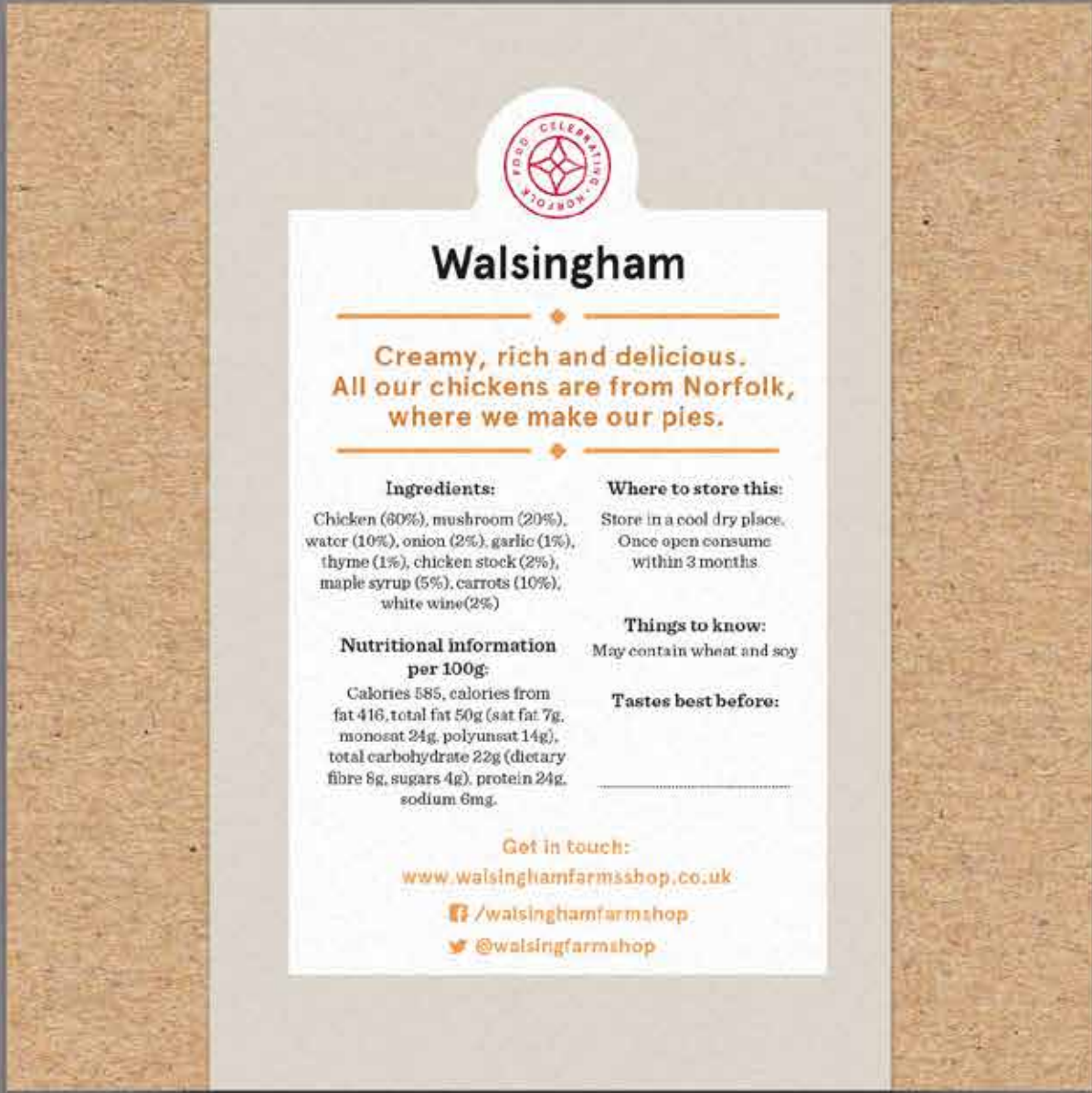
Walsingham

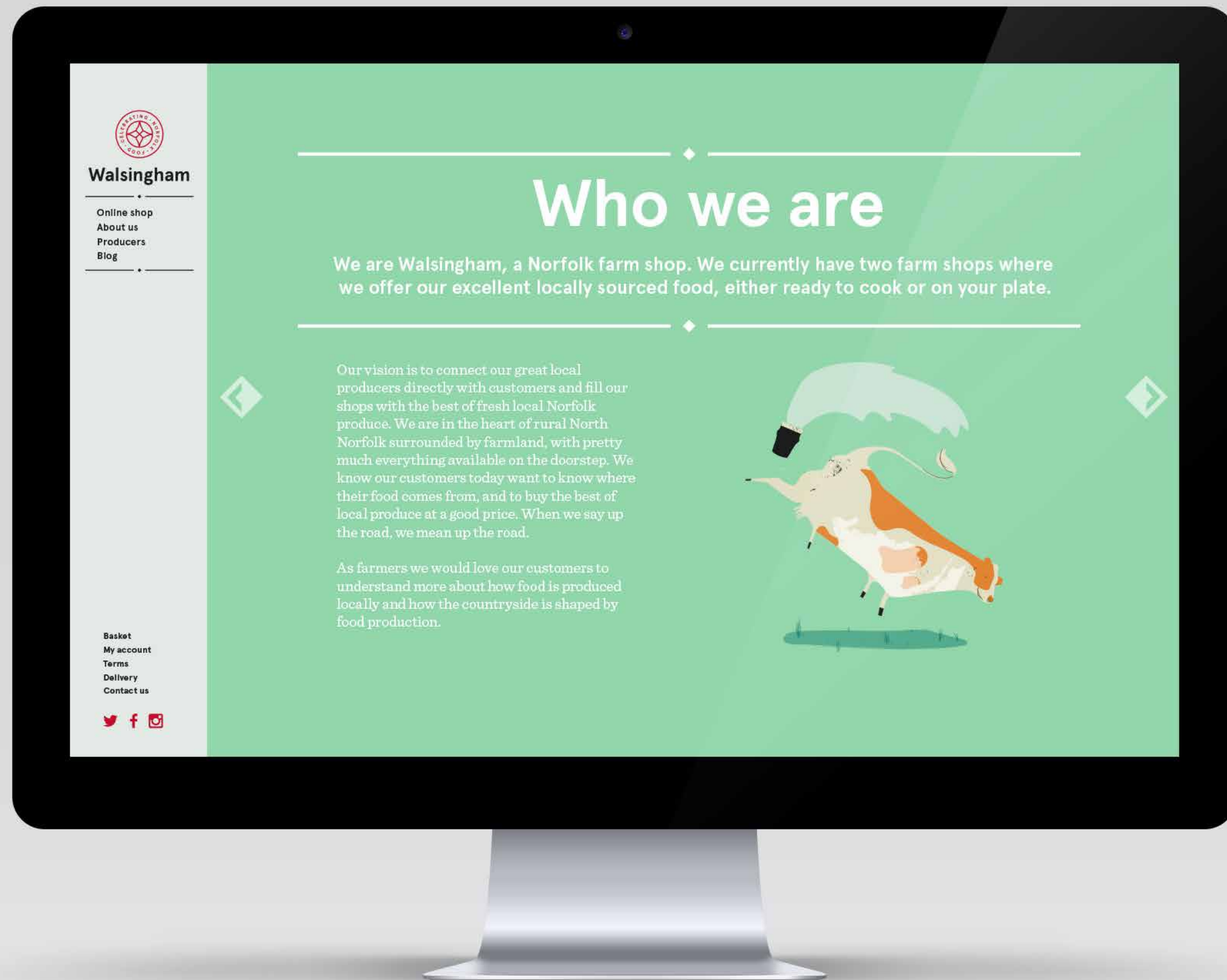


Locally sourced and homemade produce are the USPs of Walsingham Farm Shop.

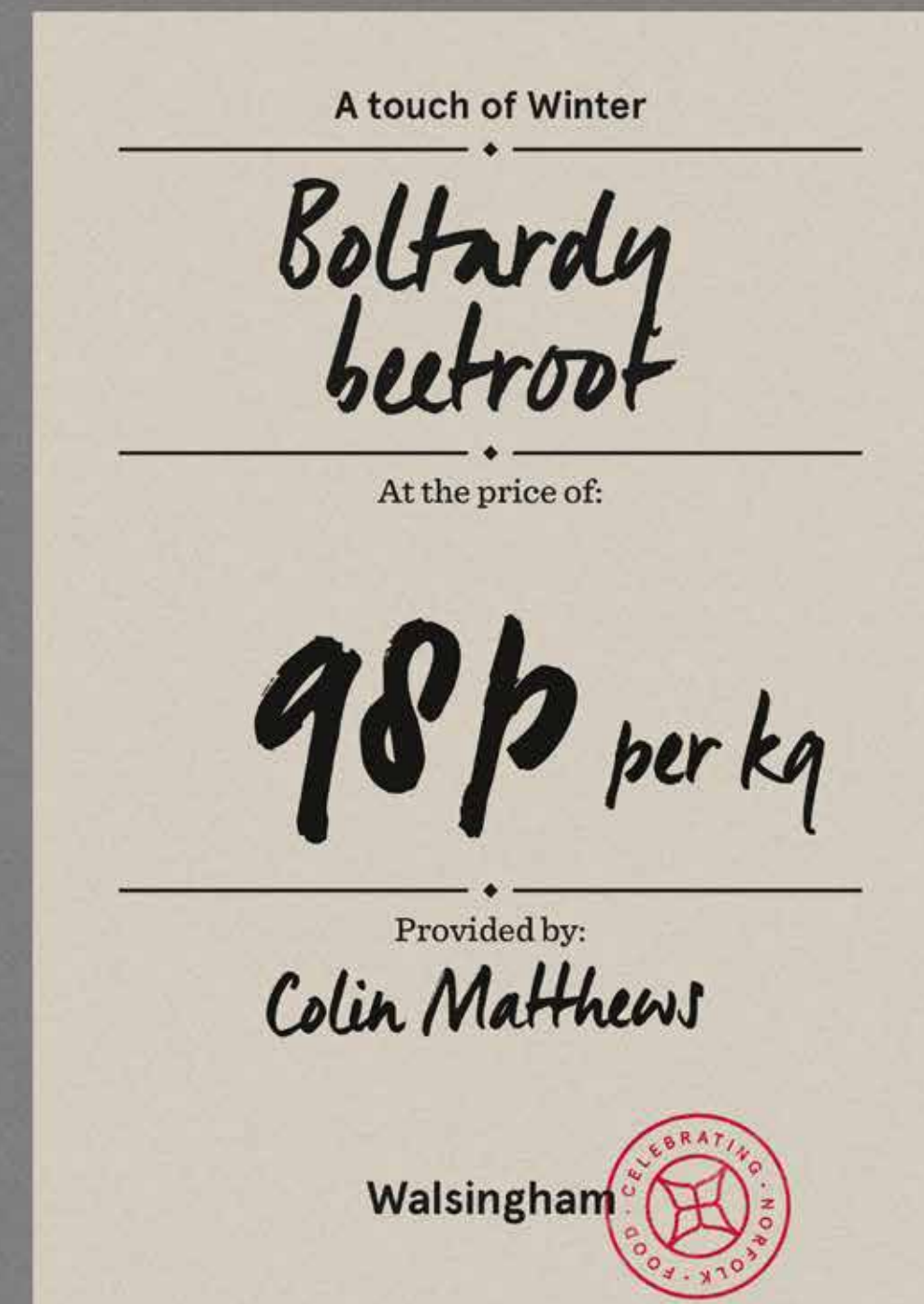
We worked together to rejuvenate the shop's current identity and create a platform for an exciting relaunch on a national scale. At the heart of this richly storied brand was a tale of honesty and integrity.

We reworked Walsingham Farm Shop's existing brand symbol and gave it a new lease of life which was then deployed in-store, as well as throughout packaging, uniforms, livery, and online communications.





- * Brand development, including colour palette, tone of voice, illustration and photography.
- * A breadth of outputs spanning both print and digital.
- * Evolution of a precious existing brand symbol.



A piece of cake for Twelve

DOBBIES FOODHALL
EDINBURGH, SCOTLAND



The ambition for Dobbies was to entice customers to the Foodhall in its own right, independent of the offering of the garden centre as a whole.

Crafting a stand-alone identity for Dobbies Foodhall, we aimed to separate it from being a 'category' in the venue and create a distinct destination through a well-defined sense of place.

We integrated new and existing brand assets, sitting regional suppliers alongside a range from a new Waitrose partnership.

The new positioning of Dobbies' own Bakery to Go saw a 55% uplift in sales thanks to strategic changes.



- * A 55% increase in sales in the first two weeks of trading demonstrated success.
- * A new design merged with an existing framework to deliver a cost-efficient step-change in the customer journey.
- * The success of the project led to a nationwide rollout.

OUR

Health & Beauty

CREDENTIALS



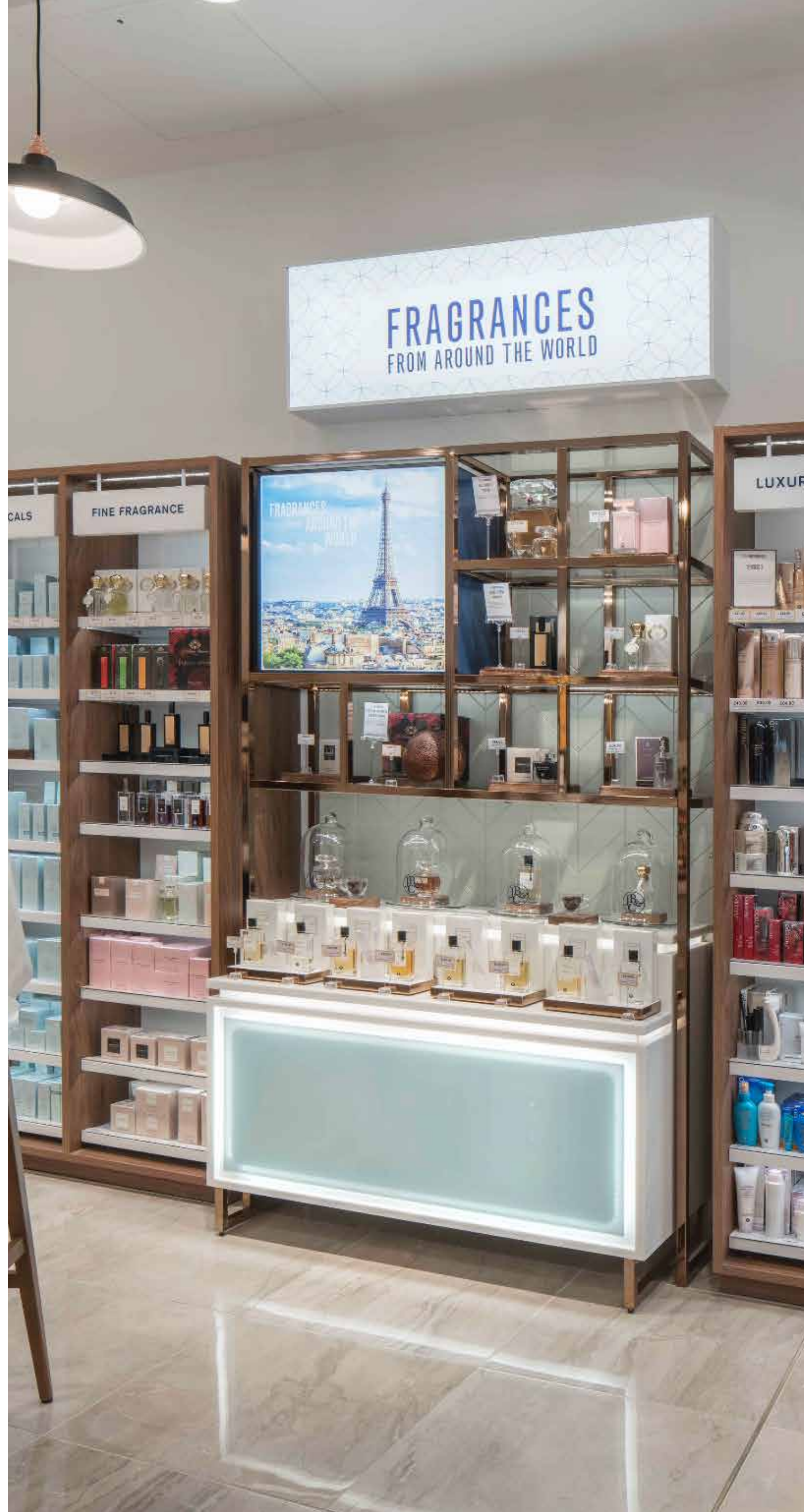
Nuanced British heritage in a modern experience

JOHN BELL & CROYDEN
WIGMORE ST, LONDON



Coming from a rich history having opened in 1789 and being granted a Royal Warrant in 1909, John Bell & Croyden is a well-respected pharmacy that demands an environment to match.

Our aim was to bring the establishment into the modern age whilst preserving its heritage and architecture. Our reimagining transformed John Bell & Croyden into a genuine health destination.

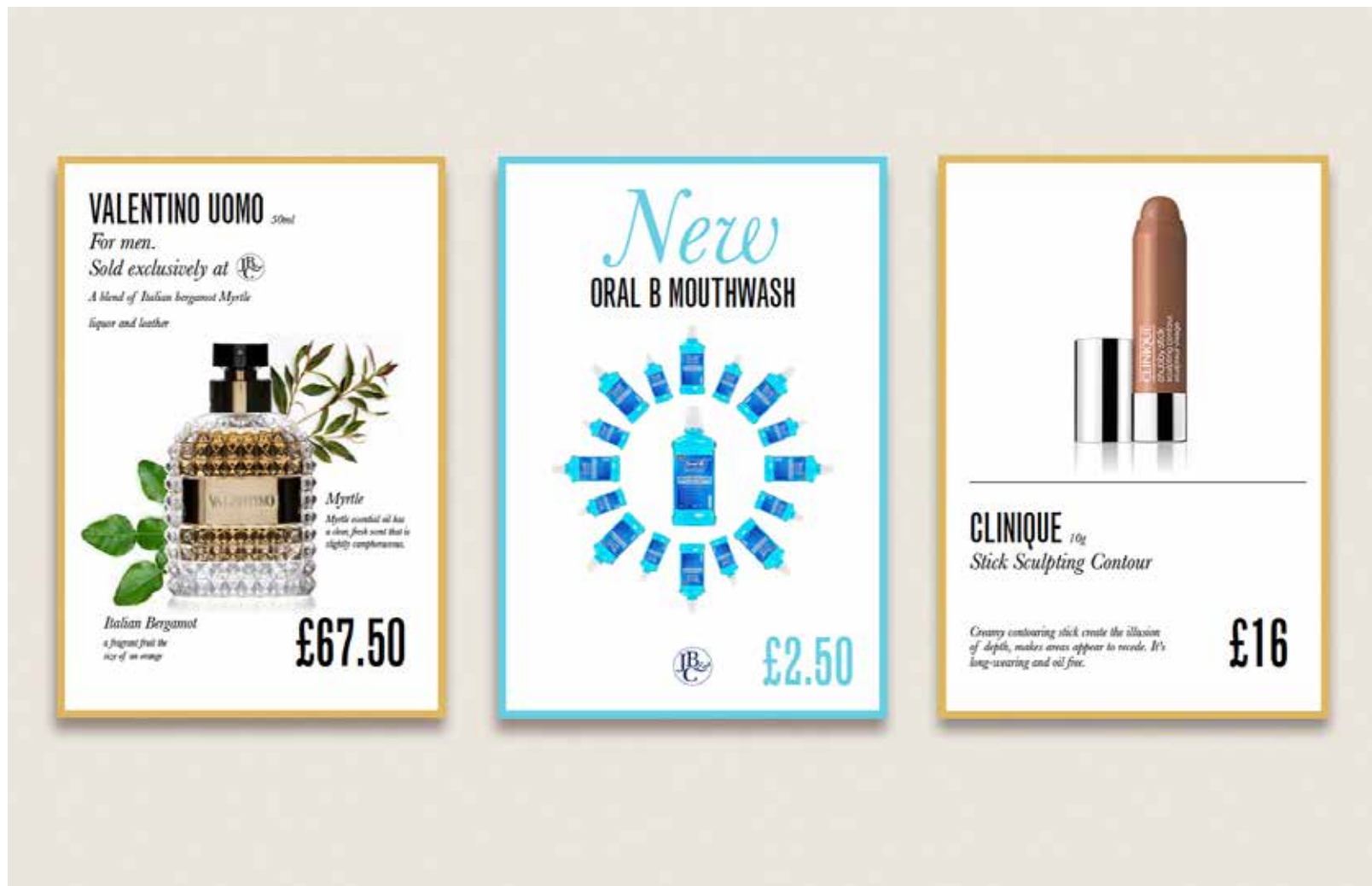


We're a world renowned
PHARMACY & *experts in* DENTAL CARE,
NUTRITION & **VITAMINS**
Skincare
FRAGRANCE, INDEPENDENT LIVING & BABY CARE
MEN'S CARE, **PAIN RELIEF**

LOOKING AFTER *London*

Character was injected into the space with signage demonstrating the quint essential British wit without losing the brand's position as a trusted expert on all things healthcare. Convenient, intuitive journeys and discreet consultation spaces exude an atmosphere of welcome and comfort.

- * Our design won the prestigious 'New Store of the Year Award' at the 2017 Retail Week Awards.
- * A 35% increase in sales underpinned the success of our project.
- * Audience connection was repaired and redefined through heritage brand modernisation.



A beauty department that doubled sales

SAINSBURY'S

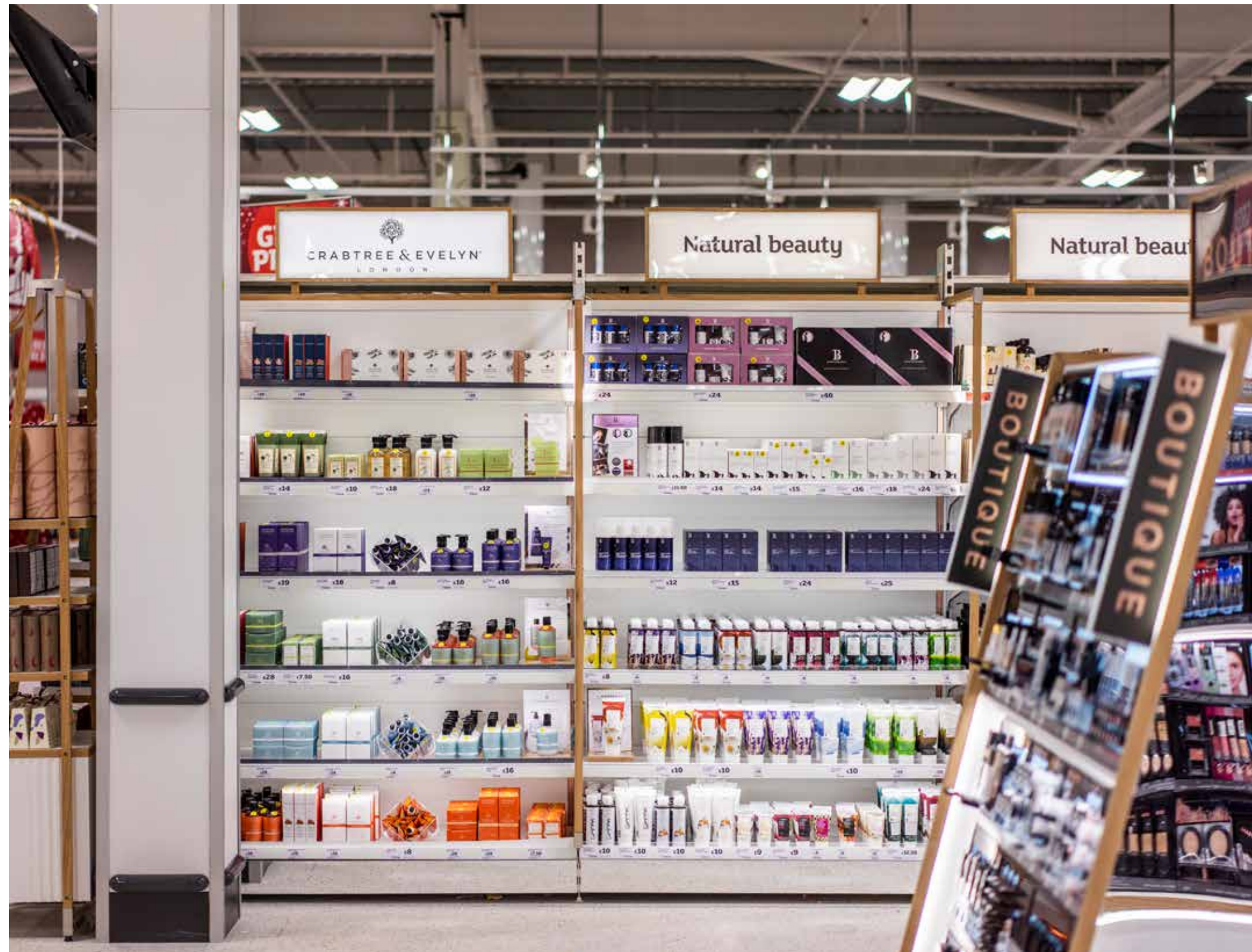
UK

With a core goal to offer space for exploration whilst maintaining an underlying recognition of the Sainsbury's brand, our approach to the beauty department refresh was one of adaptability, flexibility, and attention to detail.



Strategic elements of lighting, edit spaces, and modular fixtures made a dynamic space that invites customers in on their weekly shop via a browsable flow.

On-brand highlights, soft textures, and a calming atmosphere aligned the space with high street beauty halls, with an added premium feel and overarching curation with the Sainsbury's label.

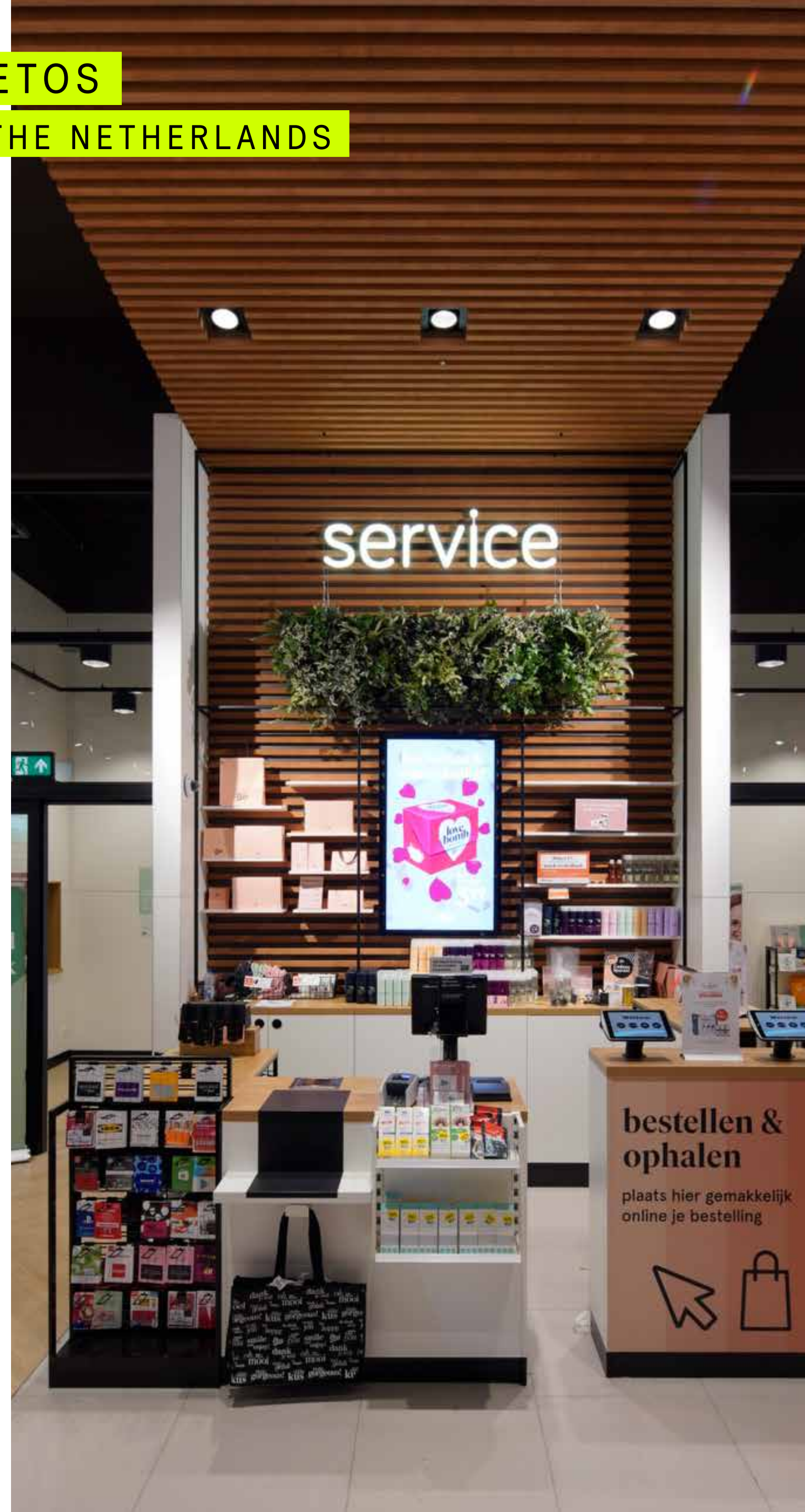


- ✱ A strategic beauty retail experience rolled out to over 400 stores.
- ✱ Sales doubled following the refresh, demonstrating the success of this project.
- ✱ Repurposing partial components of existing fixtures in stores allowed for budget optimisation.

A photograph of the interior of an Eto's store, viewed through a large glass window. The store has a modern, minimalist design with dark metal shelving units and a warm, wood-paneled ceiling. The shelves are filled with various products, including books, toys, and clothing. A large, stylized 'Eto's' logo is visible on the ceiling. The overall atmosphere is clean and organized.

Good design
doesn't have to
be complicated

ETOS
THE NETHERLANDS



Health and beauty household name Etos opened doors on a brand new design concept on its centenary and one that completely transformed its look and feel, catapulting it into the modern age of wellbeing, backed by its expertise and authority in the sector.



- * A new look for Holland's largest and oldest health and beauty retailer rolled out to over 500 stores.
- * Excellent communication gave way to a trusted design strategy and vision in just two days.
- * A good design strategy that proves the merit in simplicity, straightforwardness, and trusting your insights and intuition.

We devised the new space based on a think tank of people in one room: combining client-side stakeholders, Twelve experts, and a local Dutch agency.

Our collaborative capabilities meant that in just two days, our vision had set the wheels in motion for a new aesthetic that proved so influential it led to three more projects with affiliated brands.



A photograph of a No7 beauty display in a retail store. The display is a curved, black and white unit. At the top, a white sign with 'No7' in black script is visible. Below it, a large, semi-circular display holds various No7 products. In the foreground, there are rows of red lipstick tubes in their packaging. Behind them, there are boxes of 'Match Made' skincare products. A red sticker on the bottom left of the display indicates a '25% off No7' discount. The background is slightly blurred, showing other store shelves and people.

Iconic beauty complemented by design

No7 AT BOOTS

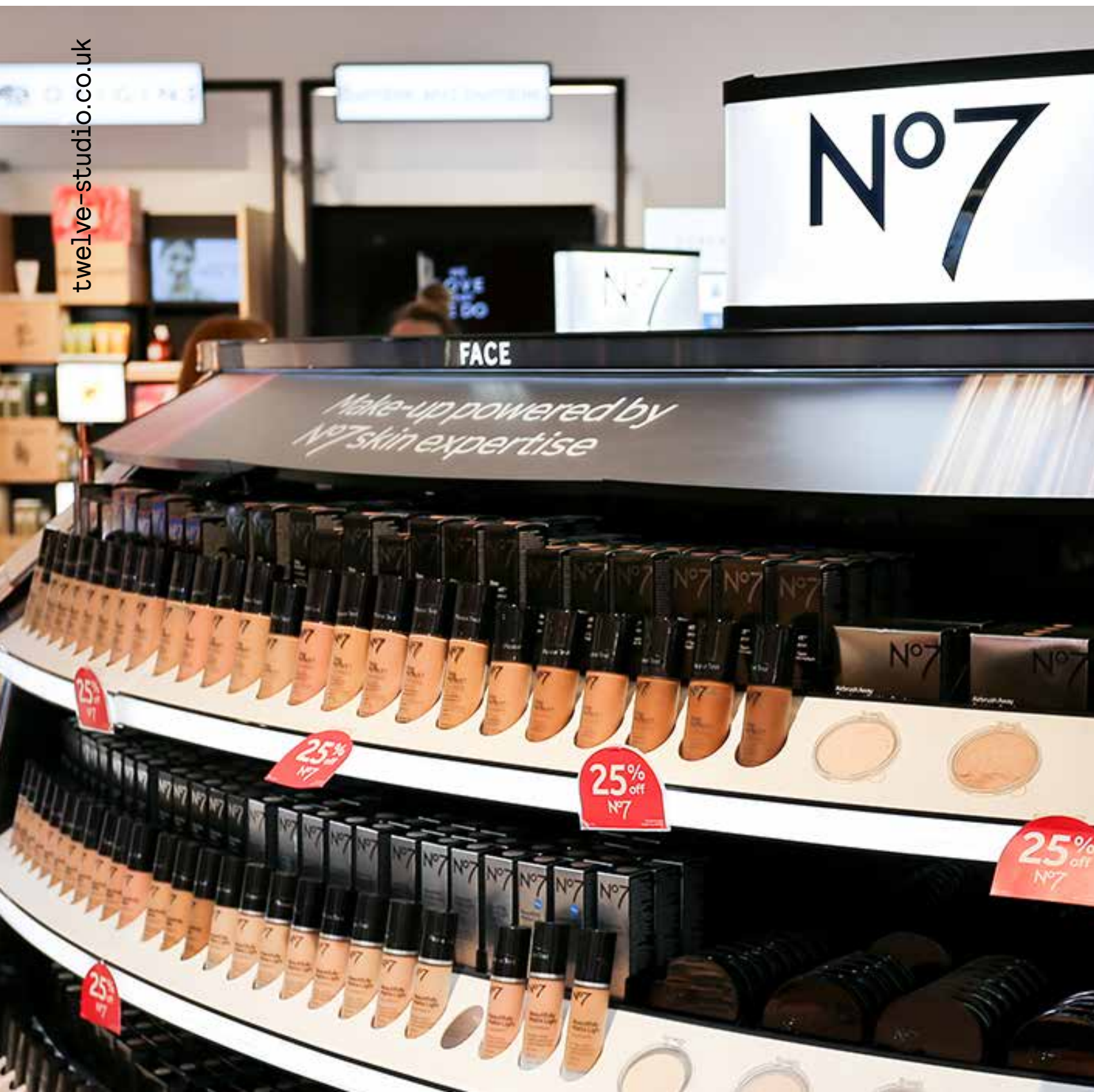
UK, ASIA & USA



Art Deco classic aesthetics and customer-centric thinking were behind our transformative reimaging of Boot's No7 environment, with two central islands that intuitively ground customers to guide them through the range of products.

'Touch and learn' stations and adjustable light levels create an immersive and bespoke feel to the space, and fixtures were developed in partnership with Wilson Brown.

The success of honing No7's essence in its new environment led to application across three markets in the US, Thailand, and the UK, for all of which Twelve developed comprehensive visual guidelines.



- * The flow of customer journeys and exploration formed the foundations of the design.
- * Brand identity and personality were upheld right down to the most understated details in the space.
- * Consistent, clear, and accessible guidelines for divergent markets under our brand guardianship.

A healthy dose of design logic

LLOYDS PHARMACY

UK & EUROPE

Over ten years of partnership with Lloyds Pharmacy and its European pharmacy network, we've been responsible for a host of strategic interventions that position the business at the forefront of health and beauty.

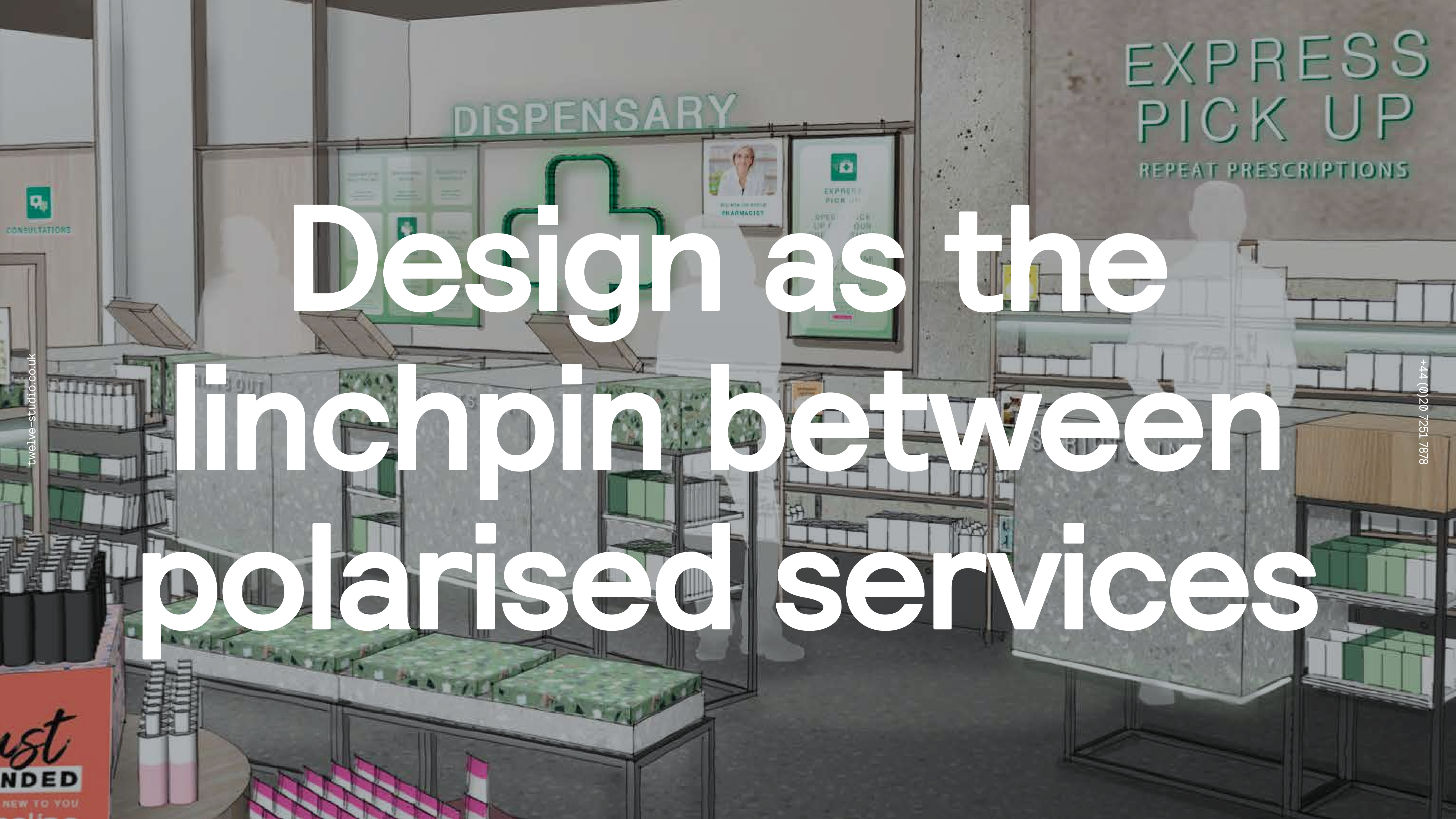
Most recently, we've assisted them in securing pilot trials for their skincare and vitamin ranges that resulted in a 30% performance increase.

How can environment design make such waves for a brand like Lloyds? We stay true to the essence of the business and deliver cutting-edge adaptations to their in-store offering, whether that's visually compelling merchandising techniques or the consistent messaging that inspires its customers towards more healthy living.





- * Long-term partners across seven countries, including Belgium, Ireland, Sweden, Norway, France, Italy and the UK.
- * Success that lies in a deep understanding of operational needs and customer missions.
- * A partnership with ITAB allowed for adept prototyping and technical detailing on-site installations.



Design as the linchpin between polarised services

PRICELINE

AUSTRALIA

JUST FOR OUR *Sisters*

Our
EXCLUSIVES
FROM US TO YOU
priceline

The marriage between an inspirational, discoverable beauty environment and a trustworthy, reassuring pharmaceutical voice was central to the essence of Priceline's store evolution, intended to fit store formats both with and without a pharmacy.

We built a novel strategy, the 'Health Guru', acting as the anchor between the two distinct missions: health and beauty. Our design approach was carried through the filter of the 'sisters', the target audience from beauty hunters to silver scripters for whom we developed a tone of voice, visual language, and zonal planning.





- * A concept for Australia's leading beauty and health destination with over 400 outlets.
- * The success of putting the customer at the centre of the design strategy.
- * Clarifying shopping missions with design to unite disparate services.



HEALTH & WELLNESS

Holistic by design:
wellbeing for
all the senses

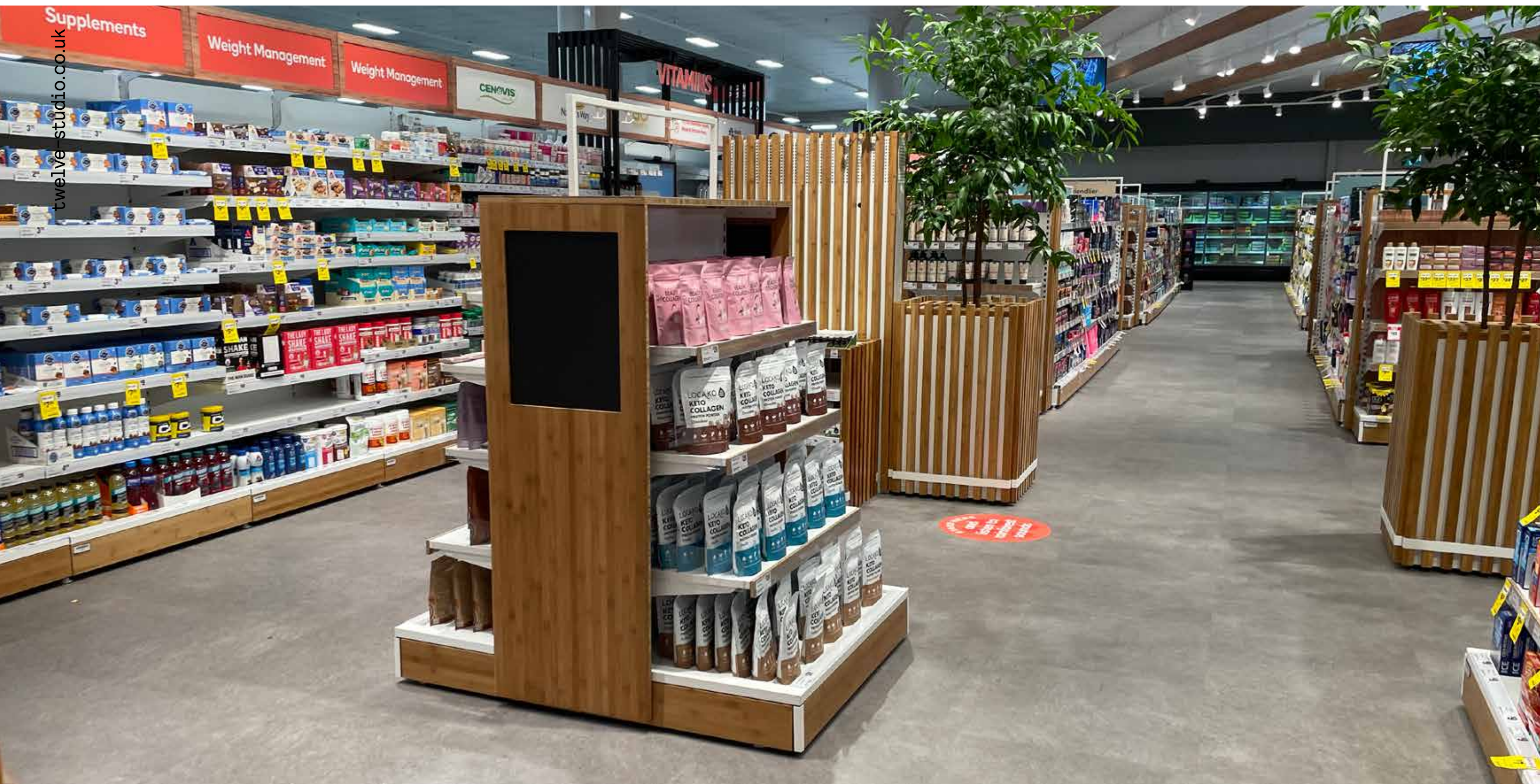
WOOLWORTHS – HEALTH & WELLNESS AUSTRALIA



Our food store concept for Woolworths was thriving. To build on its success, we created a 'destination health and wellness offer' representative of the brand's commitment and passion for healthy eating and living.

This took shape as a unique yet integrated department dedicated to vitamins, supplements and healthcare products.

- ✱ A holistic project incorporating layout, equipment, communications, and digital elements.
- ✱ A step-change project, bringing authentic character and distinction with added value to a supermarket.
- ✱ Delivering a comprehensive solution with multi-sensory design and digital integration to enhance credibility.



We opted for an immersive experience, crafting a space and atmosphere that spoke to the senses with interactive screens, sound showers, seasonal spaces, and, at its core, a living tree symbolising vitality, wellbeing, and nature.

THANK YOU
FROM L'ORÉAL
PROFESSIONNEL

Enriching brand image in print

L'ORÉAL PROFESSIONNEL

UK



A regular client of ours over the years, cosmetics and beauty company L'Oréal has worked with us on a number of B2B projects.

Throughout this time, we've developed a wide range of marketing collateral and print-based campaigns to broaden their network of partners.

Focusing on high-end premium print-based material, our projects have ranged from internal salon training to educational lookbooks and customer-facing directories showcasing the expertise of the brand.

**EMPHASISE
A GREAT CUT
WITH SHOW
STOPPING
COLOUR**

“

To showcase the versatility of blondes I combined the delicacy of the DIALIGHT & DIARICHESSE blonde reflects with the multi-dimensional prism of colours of Luocolor to create a beautiful, bespoke colour with an effortlessly chic result.

Nana Gries

”



- * Consistent brand development and expansion across a variety of print material.
- * Creation of new sub-brands that underscore and communicate L'Oréal's authority and skill in the sector, enriching B2B relationships.

OUR

Home & Lifestyle

CREDENTIALS



Building a green-fingered world from the ground up

LITTLE DOBBIES

CHELTENHAM, UK



twelve-studio.co.uk



+44 (0)20 7251 7878

For our second project with Dobbies, we were tasked with crafting a dual-level gardening hub on Cheltenham Promenade that fulfilled five key shopping missions.

We sought a combination of digital platforms and 'Style Stories' for showcasing trends and collections whilst staying loyal to the 'Homegrown Happiness' central to Dobbies' core identity.



Across the listed two-storey building, customers can explore the extensive range, book sit-down consultations with the local, knowledgeable team, and take part in workshops.





HOW TO *pot*



little
dobbies
GREEN TEAM

HOW TO *feed*



little
dobbies
GREEN TEAM

HOW TO *feed*

- 1 Getting started - add fertilizer pellets into your potting mix.
- 2 As your plants grow, add a water-soluble (liquid) fertilizer to supplement the slow-release fertilizer.
- 3 ...if plants appear stressed or need a pick-me up apply fertilizer directly to plants' leaves to sort them out.



DID YOU *know?*

Plants only need to be fed in the months when they're growing, in spring and summer. For most plants, a feed once per month is perfect. When the weather is colder, in autumn and winter, most plants will be 'dormant', i.e. sleeping, and not growing, so they don't need food.

- * Consistency with renewed energy: reusing existing store design elements along a small format and budget in a 6th urban store.
- * Holistic design approach encompassing communications, strategy, environmental design, and fixture design.

Every small
change can make
a *big* difference

Innovation in navigation through Sydney's iconic Town Hall

BIG W
AUSTRALIA

Please
pay here

Thanks for
shopping at

BIGW

twelve-studio.co.uk

SERVICE

Balloons

Recycle
pre-loved
toys here

BIGW

Town Hall

Every day's a big day.

+44 (0)20 7261 7878

Ensuring easy navigation, value perception, and the representation of BIG W's vivid brand were central to this project, which saw a wider store design review and future ambition for the merchandiser.

With site-specific challenges abounding, we had to bring in our experience integrating logical navigation with enjoyable and exciting shopping journeys.

A development in the project saw BIG W offered a floor in Sydney's iconic Town Hall Building, and we were tasked with providing a strategy that guided customers through complex journeys over several floors and communicating new tailored product offerings geared toward the specific Town Hall demographic.



- * Harnessing the complex challenge of multi-faceted communications in unreliable environments.
- * Part of the bigger picture of ongoing store development.
- * Digging deep into intuitive customer journeys and different demographics.

A person is walking from left to right in the foreground, slightly out of focus. In the background, large, colorful, illuminated letters spell out 'BRITAIN' in a retro, neon-like style. The letters are arranged in a row and are brightly lit against a dark night sky. The letters are in various colors: 'B' is pink, 'R' is orange, 'I' is blue, 'T' is yellow, 'A' is pink, 'I' is orange, 'N' is blue, 'V' is orange, 'A' is blue, 'L' is green, and 'E' is pink. Each letter has a grid of small, glowing circles on its surface. The overall scene is vibrant and festive.

Expanding our design toolkit

TRAVIS PERKINS
MULTIPLE PROJECTS

In 2014, we embarked on a multifaceted journey with Travis Perkins and what would become an ongoing diverse mix of projects, from delivering in-house showrooms and launch events to own-brand packaging and print material.

twelve-studio.co.uk



Our ongoing relationship with Travis Perkins can be attributed to a meticulous understanding of the brand's identity, personality, and ethos as a builder's merchant and the audience that resonates with. We were determined to build upon the perceptions of the brand whilst delicately balancing this with innovative brand enhancement.





- *Engaging the team (the primary audience) for valuable market research and feedback.
- *Working to tight budgets without cutting on quality.
- *Diversity in outputs across event branding, environments, and print.

iflo





The spark in the everyday shopping experience

ARGOS/HABITAT AT SAINSBURY'S UK



Managing 'projects within projects' is a key part of our ongoing relationship with Sainsbury's, and this was one such project for Argos and Habitat under the Sainsbury's umbrella.

We implemented strategic and creative use of fixture landscaping, wayfinding, communications, and lighting to create distinct memorable experiences that naturally integrated services under the 'Sainsbury's' personality.

What was the impact of this? Through the integration of disparate services using intuitive design, we open up a spectrum of convenient offerings. The results interplay and create memorable experiences of efficiency, exploration, and fun.



- * Managing large-scale consistency, rolling out our integrated solution nationwide.
- * Notable sales uplifts in trial locations indicate effective design implementation and bode well for a nationwide rollout.
- * An intrinsic step on a journey to multi-offer integration as Sainsbury's moves further towards enhanced convenience in-store.

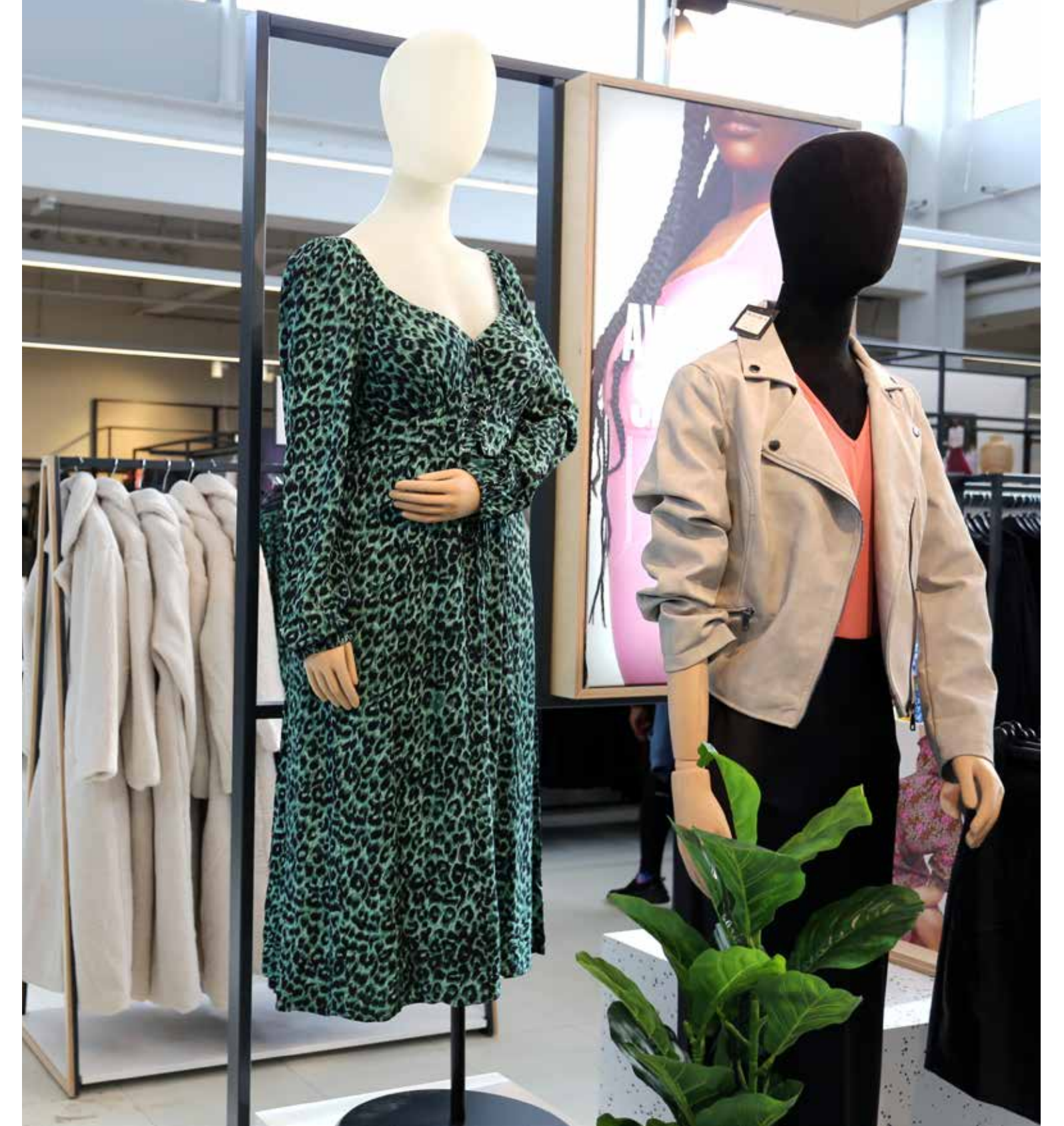
A high-street shopping experience in a supermarket

SAINSBURY'S TU CLOTHING UK

We ran with Sainsbury's vision of recreating the feeling of a high-street clothing shop in a supermarket setting for the clothing brand Tu.



Carefully, we crafted a more personal and intimate browsing experience with subtle layout adjustments, landscaping, lighting, and materials. We backed our design choices with a mid-floor fitting room and personalised styling services, landing some exclusive labels in the clothing shop along the way.



At the end of our project, Tu was a central brand upheld amidst an offering of smaller, complementary labels in activewear, partywear, plus sizes, and more, creating an effect of positive synergy in the space.



- * Mirroring the high street experience in a concept that manages high volumes of stock as the UK's sixth largest clothing retailer.
- * Hitting the ground running with 12 stores in the trial phase across Tu brand and 3rd parties and a partnership with Railston's shopfitting.
- * Supporting Sainsbury's net zero targets with upgraded materiality and component-based fixtures.



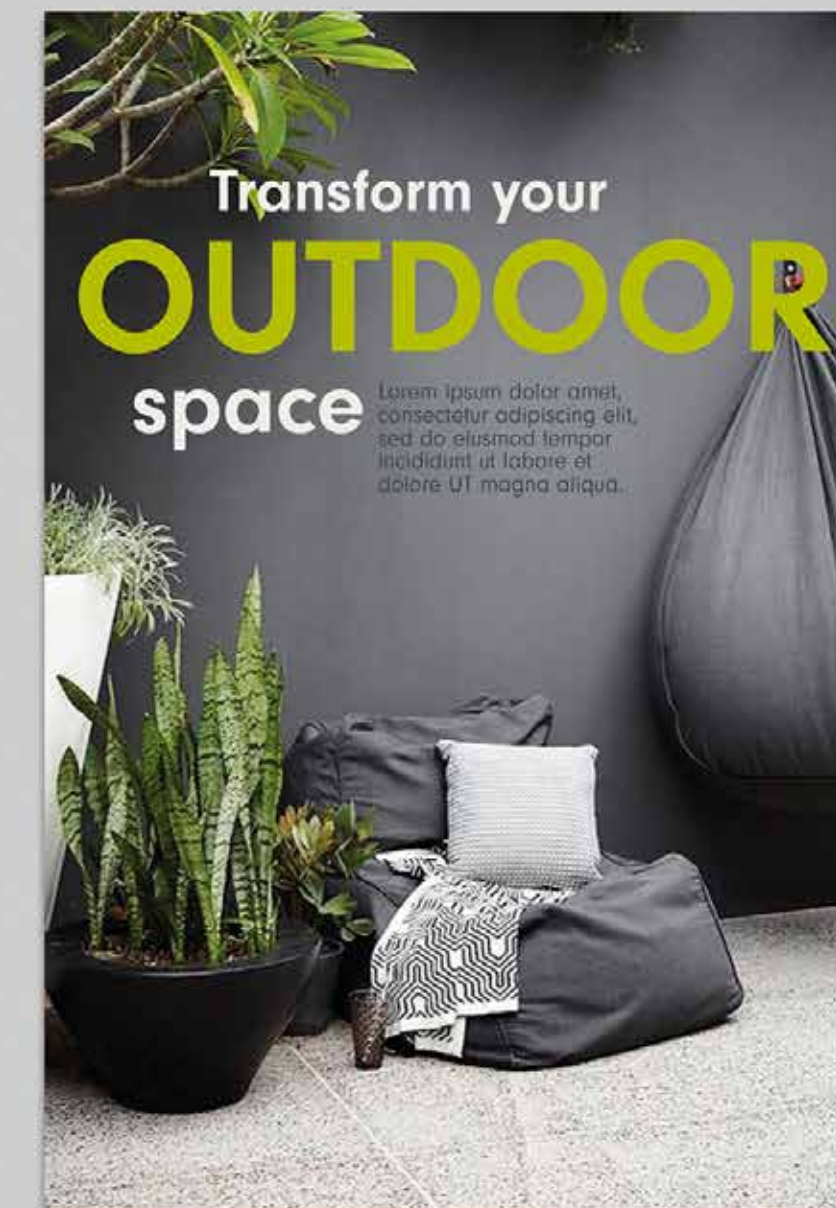


Shopping mission: following our intuition

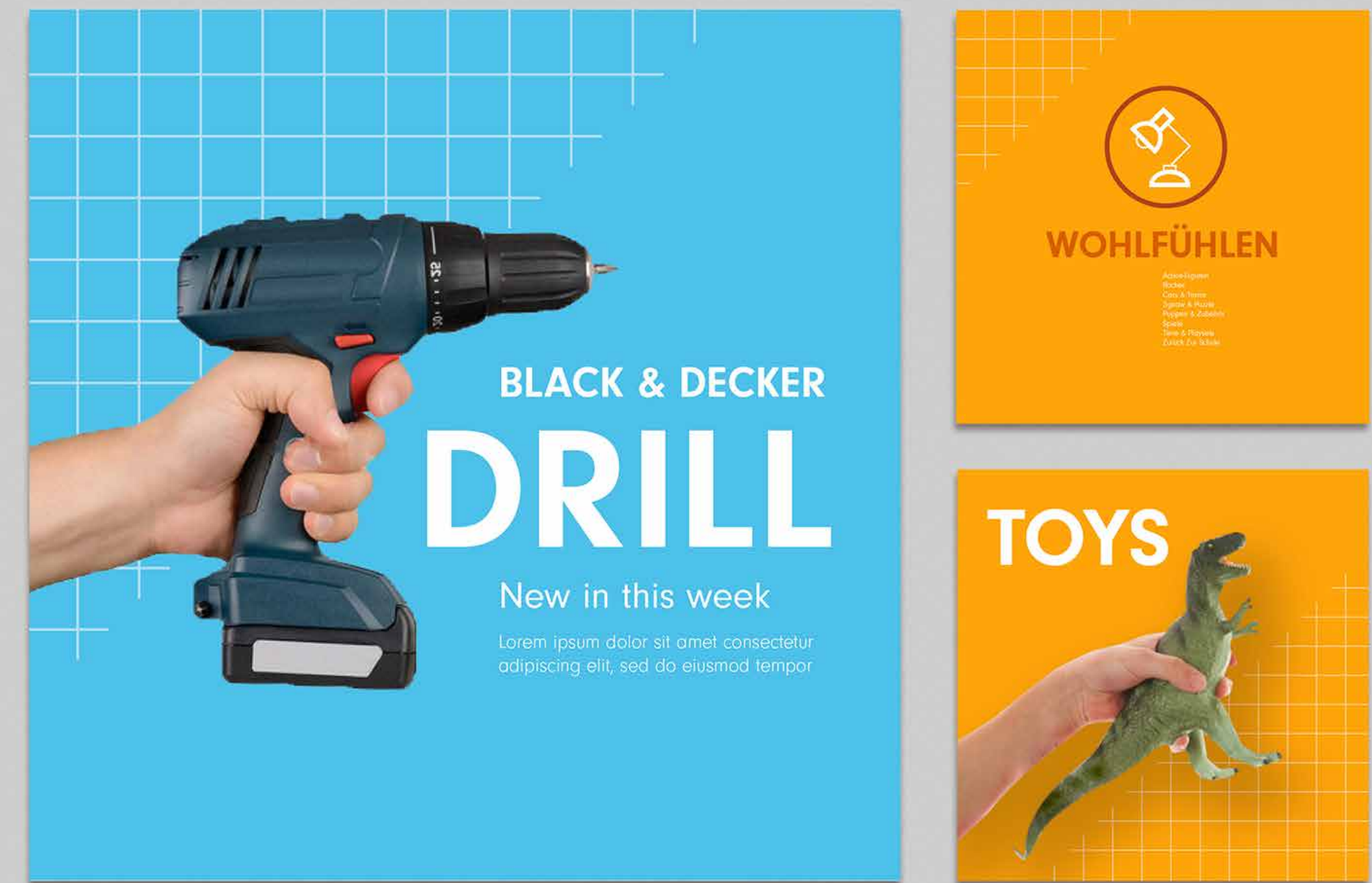
KNAUBER
BONN, GERMANY



Twelve embarked on a journey of rejuvenation for DIY chain Knauber's flagship store, aiming for a new, well-guided shopping experience with intuitive, informational, and efficient design elements.



Our design concept embraced a well-structured layout with large and impactful wayfinding, category hero displays, and product information, all punctuated with colourful point-of-sale materials. Everything was held together under a consistent application of brand character.



- * A comprehensive flagship store revamp and brief answered without over-complication.
- * Skilful wayfinding and category beacons, appealing to customer journey cues.
- * Standout hero product displays that seize opportunities naturally throughout the space.



A physical portal for an online industry kingpin

twelve-studio.co.uk

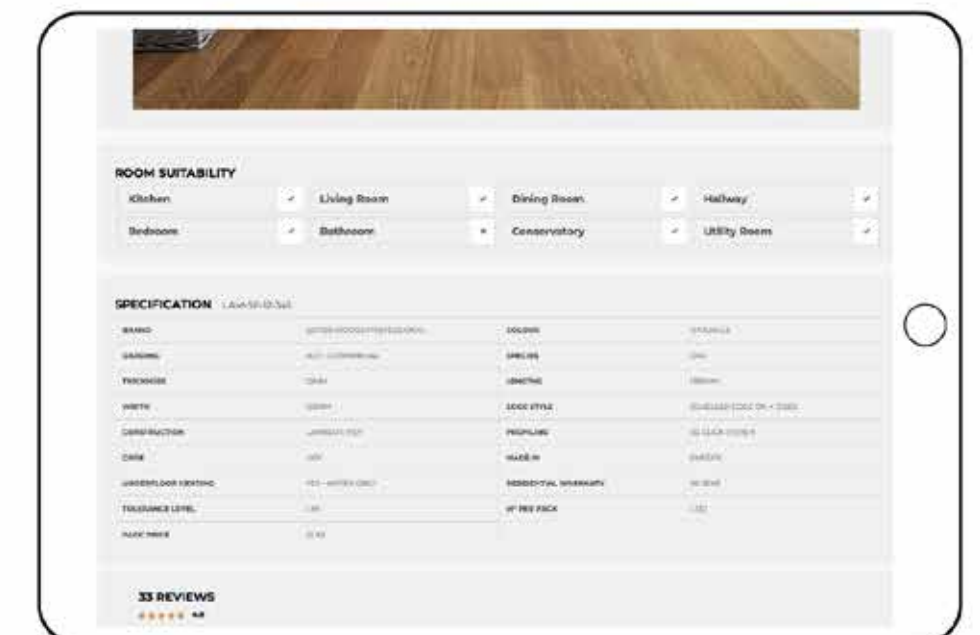
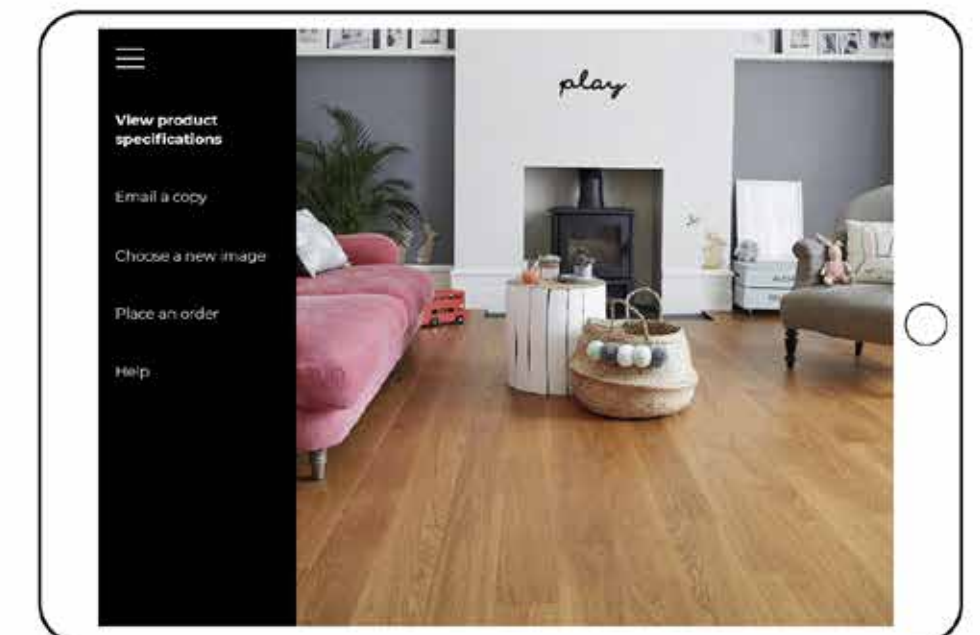
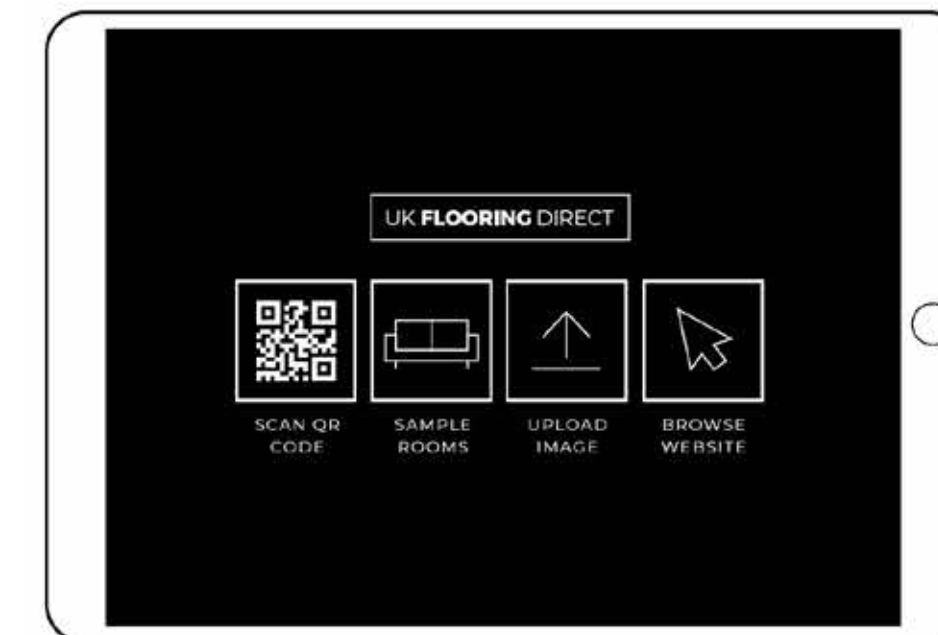
+44 (0)20 7251 7878

UK FLOORING DIRECT

UK



As a well-established online business, UK Flooring Direct needed a retail presence that would act as a physical portal for the brand and represent the first in a series of geographical hubs, appealing to two audiences simultaneously, combining consultation areas, showing off current and future products, and offer a trade counter.



+44 (0)20 7251 7878

We approached this multi-purpose dynamic space through the filter of modern synthesis.

Practical design, technological integration, immersive exploration of products, and dedicated customer spaces were brought together with styling that ensured the brand's 'discount box shifting image' was not lost.



- * Strategic expansion into tangible retail spaces, retaining the brand's credibility and image.
- * A modular, multipurpose space that effortlessly appeals to trade and retail customers and serves myriad needs.
- * A comprehensive store design and communications package that bodes well for further geolocation development.



Thanks!

STAY IN TOUCH

stuart@twelve-studio.co.uk
@twelve-studio