

Winner - Retail



THE WHISKY SHOP Piccadilly, London W1

Portview Fit-Out Limited worked alongside project managers Leckenby Associates and luxury retail design consultancy GP studios to deliver a new flagship store for The Whisky Shop in the heart of Piccadilly, fulfilling the brief of creating a truly different customer experience.

The design brief gave two main objectives – to educate and inform the consumer about the skill and craftsmanship involved in creating this luxurious product, and to celebrate the heritage of whisky.

The aim behind the store being to educate consumers and illustrate the skill involved in making whisky, led to the space being split into three distinct sections; 'show me' 'tell me' and 'sell me'.

'Show me' showcases key whisky houses, distillers and product brands. GP Studios worked closely with the houses and distillers including Pernod Ricard and Whyte & Mackay to ensure their product portfolios were displayed to reflect their rich heritage and expertise.

The 'tell me' room centres on the educational aspect, and explains the process of making whisky - how the flavours are created and the importance of the ageing process.

The 'sell me' room is a library of whisky where customers can select which of the world's most prestigious whiskies to purchase.

Simon Campbell, managing director of Portview said: "This project was an amazing opportunity to work alongside Leckenby Associates and GP Studios to deliver a highly bespoke environment for a niche product".

"The design brief from GP Studios was ambitious and the result is a truly different shopping experience for both the connoisseur and the whisky novice."

"It was a great experience to work with such a professional team to deliver this innovative concept for such an exclusive brand."



JUDGES' comments:

This is a truly refined example of immersive retail design at its best. The challenge was to retail great whiskies in an environment that would entice customers to buy the product by using intriguing displays, instructive information and an enticing environment. Planned across three distinct areas, the space is authoritative as well as accessible, with appeal to everybody from the uninitiated to the connoisseur of this enduring Scottish beverage.

The standard of shopfitting is exemplary with the utilisation of timber, copper and glass incorporated into cabinets and display cases that are contemporary in style, but with a deliberate sense of tradition. This store is a combination of refined creativity and impressive craftsmanship and should be applauded for being an outstanding example of the partnership of shopfitter, designer and client.



Designer: GP Studios. **Project Manager:** Leckenby Associates
Shopfitter: Portview Fit-Out Limited