

Press release
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Umdasch and rpa:vision bring new international GANT flagship to Regent Street

Working in harmony, international fixturing manufacturer Umdasch Shop Concept and retail designers rpa:vision worked to deliver the design and build of the outstanding new flagship store for GANT on London's Regent Street – opening today!

This is the largest concept store in the UK for the Premium Lifestyle Brand, and subsequently one of their global flagships. There is also indication that there are more new UK stores to follow.

Each floor features luxurious, spacious zones for each of GANT's collections. On entering the store, customers will be greeted with the exquisite visual merchandising, for which GANT has become renowned. Attention to detail is key throughout, with mannequins showcasing key product on the ground level, which sit within GANT's Menswear Mainline collection. Seating areas to relax and have a coffee is also situated on this floor.

The lower ground area houses the GANT Rugger collection, and plays on the brands' East Coast authenticity. Vintage shirting is hung from the walls and oak features gives a distinctively heritage feel.

The first floor features GANT Woman, Kids and Home. Both Mainline and Collection ranges for GANT Woman have separate seating spaces and a personal shopping service offering a unique and luxurious shopping experience. The Home area incorporates outfitted bedroom, bath and dining zones, and Kids have a child friendly entertainment area.

Another feature of the store is a website terminal which enables customers to search for product on www.gantuk.com.

Nigel Collett, CEO rpa:vision comments: "The design of the environment draws heavily on 1950's american style with an infusion of European flair. **rpa:vision's** role was to translate this concept to suit the architectural constraints of the Regent Street location developing the design and architectural detailing. The end result is something that both Umdasch and rpa are very proud of, where the quality of material, detail and craftsmanship reflects those qualities synonymous with the Gant brand"

Nigel Collett, CEO rpa:vision comments: "We have enjoyed working so closely with Umdasch on this project. By combining our joint experience and individual approaches we have delivered a store that has found innovative new ways to highlight to shoppers everything they've always loved about GANT."

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For further information please contact.

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Notes to editors

- rpa:vision is part of the rpa:group. The group has 3 divisions, rpa:vision, rpa:architecture and rpa:facilities
- Established in 1983, rpa:group is in the vanguard of a new generation of design and construction suppliers. They provide an end to end service which offers flexible solutions for creative commercial environments and architecture.
- Annually rpa:group executes over 500 projects globally and enjoys long-term partnerships with a diverse base of blue chip clients. Our offer embraces the full spectrum of design and construction management.
- rpa:group are recognised in industry league tables as being one of the UK's top five companies in their sector and with offices in London, Cape Town and Madrid they represent a global solution for clients.