

Etam



Etam is one of the UK's most familiar high street names for young and bright female fashions. Established in 1916,

Etam is a French-owned group with over 1,100 outlets around the world including 800 stores throughout Europe and 220 stores in the UK.

Well-known for its wide range of stylish ready-to-wear clothes, lingerie and fashion accessories, Etam products sell to the 18 to 45 age range in the UK, with the 'Tammy' brand targeting young girls up to around 14 years old.

It is to meet the aesthetic expectations of this increasingly visually aware generation that London retail design consultants, Path Design, create exciting solutions for Etam's ongoing refurbishment programme in the UK.

Etam



A primary consideration in Path Design's work for Etam is to ensure that the merchandise is always the focal point. And while it may be stating the obvious, this aim can sometimes be obscured in

the plethora of other criteria which must come together to meet the design brief.

At Etam's new city-centre site at Eldon Square in Newcastle-upon-Tyne, Path Design set about creating a destination fashion store over a 4,000 sq ft area on two floors. The brief was to design a clean, uncluttered environment where the merchandise was the star.

For Path Design Director, Tom Redpath, the main challenge was to attract younger customers to browse among the 'Tammy' range featured on the first floor whilst also creating an attractive environment that would appeal to Etam shoppers on the ground floor.

"Amtico flooring played a major role in leading the eye of younger Tammy customers to the first floor," said Tom.



"It was important that the staircase area had enough visual impact to suggest hidden promise beyond. That's why we used contrasting but highly modern-looking products on the steps themselves - Colormetrics on the rise and Techno Metallic on the tread."

Etam



For the main floor area, neutral textured concrete effects were used to minimise any clashes with the merchandise but to add interest, elements of Colormetrics and Techno Stud were introduced at periodic intervals. On the ground floor meanwhile, the cool and stylish look of Amtico's light wood finish created exactly the right ambience for the target market.

It was Path Design's familiarity with Amtico products which simplified the Newcastle installation:

"We've used Amtico products for many years," said Tom Redpath, "primarily because they have a better product range than anyone else in terms of imaginative designs and choice. We also like the speed with which Amtico can be laid, especially when deadlines are so tight."

Designers: Path Design, London

Contractors: Peter Evans Flooring
Cardiff

Amtico Products: CN30 Concrete Pale,
JW877 Colormetrics Lime Wave, DP38
Zinc Stud with MP38 Silver stripping.