



Archer Electrical

CASE STUDY/RETAIL/ 023 OCT 11

CLIENT: HOUSE OF FRASER
LOCATION: LIVERPOOL
DESCRIPTION: Full Electrical Installation
DATE: October 2011

Bridging the gap between traditional department stores and online sites, we undertook the full electrical installation to help House of Fraser design, develop and deliver a highly successful “click and collect” model called House of Fraser.com.

This House of Fraser.com shop, along with the store in Aberdeen are the first ‘merchandise-free’ prototype stores to offer purely a Buy & Collect service. Customers can sip drinks from a free coffee bar in comfortable seating areas while browsing through House of Fraser’s online product line through iPads, computers and interactive screens. Fitting rooms are provided for customers to try on items, while virtual personal shopping is also available in areas such as wedding lists and beauty testers.

Archer Electrical were proud to be part of this innovation in retail shopping, House of Fraser.com being the first pure buy and collect concept store in the UK which has the potential to shake up the retail sector.

Testimonial:

What the client said:

“...I just wanted to say a big thank you for all of your hard work on the HoF Online store at Liverpool. It has been a pleasure to work with you and your team and both we and the client are delighted with the results. It has been nice to work with such a professional and pleasant team and we hope that we will have the opportunity to work together again soon. Thank you once again.”

Richard Bayley
Senior Project Manager Havelock Contract Interiors

