



# John Bell & Croyden

Last year John Bell & Croyden was transformed with a refurbishment by Twelve Studio – the main design consultancy on the project.

The pharmacy and well being emporium, dating back to 1798, provides bespoke and holistic health solutions under one roof. Run independently, JB&C have been in the business for nearly 200 years earning a Royal Warrant in 1909 and a global reputation for delivering excellence, innovation and first class products and service. Located on the corner of Wigmore Street and Welbeck Street, the store is close to Harley Street, the UK’s medical centre of excellence, and has been established there since 1912.

The 13,000ft<sup>2</sup> store is a large open plan space divided into three areas. Skin care is located near the front of the store, nutrition follows and independent living is located towards the rear of the store.

Work began on the refurbishment in early 2015 and was completed in September 2015, ahead of its opening on 22nd September. The design reflects JB&C’s stature as a renowned pharmacy whilst showcasing the treatments and services available. The arrangement of the space is to allow for convenient shopping and has discreet consultation areas allowing customers some privacy.

The design was created in conjunction with Acorn Shopfit Ltd and was implemented to uncover the original architecture of the building whilst providing a more modern pharmaceutical interior.

At the centre of the store is the grand pharmacy counter, where customers can easily pick up or request prescriptions. The use of marble, rose gold plated metal fittings and fixtures, and walnut wood gives the interior a clean and modern feel while keeping some of the JB&C’s historic architecture.

Minimal external work was conducted on the project. Instead, the existing façade was simply cleaned in order to retain JB&C’s well-known store front – an important feature of the store.

The pharmacy and its importance were not lost on designer Andy Smith, Creative Director of Twelve Studio. He said: “John Bell & Croyden is a brand that has been around for many years. We’ve managed to bring back to life an old British institution. It was a great project to work on because it’s unique story.”

For residents, those who work locally and tourists, John Bell & Croyden not only allows them to buy exclusive products that are not available from anywhere else, but to also use the specialist in-store clinics. These clinics include a Nutritionist service, Osteopathy, Chiropody and Podiatry, a Eucerin Dermatology clinic, Premium Dental hygiene and the Hair Clinic.

Due to the recent refurbishment, John Bell & Croyden, has been shortlisted in the 2016 Retail Interior Awards for ‘Best Lighting and Fixturing’ and ‘Non-Food Design



of the Year.’

Andy said:

“It’s great to be shortlisted; particularly for the team I work with, who worked very hard to deliver the project. The result at the end of the development is something to be proud of. It completely transforms what was an extremely tired looking store environment into something completely fresh and new for the people who live, work and shop here.”

## Acorn Shopfit Ltd

Established in 1990, Acorn Shopfit specialise mostly in manufacture, shop fitting, design and construction. The company provide a one-stop complete shop fitting service; from concept design through to construction and fit-out.

Previously Acorn Shopfit have worked with Lloyds Pharmacy, The Hub Pharmacy, Brookes, AAH, Health Village, The Co-operative Travel, Selfridges and Holland & Barratt.

Situated only 10 minutes from Manchester City Centre, the company pride their selves on quality joinery, investing into machinery and space to enable highly flexible production. Acorn Shopfit’s flexibility means that the company can either embark on high quantity roll out programmes or engage in bespoke one off projects.

On the John Bell & Croyden project, Acorn Shopfit was the Principle Contractor. Managing Director of Acorn Shopfit Mike Howard said:

“It was an honour to be chosen to carry out this project.”

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ACORN SHOPFIT LTD, WAS THE PRINCIPAL CONTRACTOR ON JOHN BELL & CROYDON



Archer Electrical

**CLIENT:** JOHN BELL & CROYDEN  
**LOCATION:** LONDON W1  
**DESCRIPTION:** Full Electrical Installation  
**DATE:** September 2015

Our undertaking of the entire electrical installation for this £4 million refurbishment helped take central London pharmacy, John Bell & Croyden to a modern and distinctive world-class health and wellbeing destination. With history dating back more than 200 years, the Wigmore Street store first opened in 1912, the refurbishment saw the previous store fittings stripped back and Archers installed new bespoke luminaires sympathetic to the original ornate columns and cornices. We worked with lighting designers and manufacturers to create a bespoke store that will entice customers and retain patients, the well-designed lighting scheme make the customer experience more pleasurable as products are easy to find and view, delivering all of their healthcare needs in an exceptional surrounding, We have worked with Lloyds Pharmacy for 20 years and are proud to be part of creating their new Flagship pride and joy which is John Bell & Croyden, without doubt a world-class pharmacy.

**Testimonial:**  
What the client said:

“Dear Ross I just wanted to drop you a personal note to say a massive thank you for helping to bring the John Bell & Croyden refit to a successful and triumphant conclusion recently. I know it was a huge obligation and was incredibly difficult at times but your personal commitment and determination to finish on time and to the highest standard shone through. Our American colleagues were hugely complimentary and in awe of the refit, stating it was one of the best stores they’d ever seen, which is a superb endorsement. We truly have created the greatest community pharmacy in the world. “

Cormac Tobin - Managing Director - Celesio UK





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As a reflection of our excellent standard of work, we have built a diverse and prestigious client base which includes us being awarded with approved contractor status for some of London's world renowned iconic stores, such as John Bell & Croyden, Harrods, Selfridges and Hamley's.

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