



“KLM has successfully integrated itself within Loft Design By... and helped us tailor our portfolio of stores in line with our requirements.”

David Freche
CEO, Loft Design By

Being immersed in the London retail scene allows us to identify the best locational fit according to the individual retail brand's personality and future vision

The Client

Loft Design By...

The Brief

To advise this successful Paris based brand on the repositioning and expansion of their current London footprint to ensure a sympathetic growth of their portfolio of stores across London.

The Solution

The successful evaluation and sourcing of perfectly located stores in Westbourne Grove and Seven Dials in Covent Garden to replace streets which were no longer appropriate or viable. We identified the initial shift of Dover Street early on to allow a change in strategy.

Where We Add Value

Being part of the vibrant and dynamic London market gives us invaluable insight to identify the next pioneering hotspot to ensure that emerging brands like Loft Design By... can be positioned within part of a relevant and empathetic community of retailers.