

# SHOP TALK

Focus on budget



The Retailer's Shop

CREATIVE  
DESIGN  
SHOP

# Naot

**“Old customers are raving about it, new customers are drawn in, sales have increased by 15% on last year. It is a pleasure to work in the new store”.**

CDS were appointed by shoe store, Naot of Kew, to fit out their new premises including gutting the existing shop, rewiring and rebuilding. The brief was to create

a spacious, modern store with loads of display space.

Fay Goodchild, the store/project manager, praised CDS for our patience, understanding and adherence to budget. Fay commented “the shop looks exactly as envisioned; the finish is sleek, fresh and modern. The space works well, the shoes look great and the colouring is perfect”.



# Presence on Evans

**“Stylish home wares and gifts”.**

Presence on Evans, a home wares and gift store in Sunbury engaged our services to create a warm and inviting environment for their products. In order to achieve this we used Caesar Stone bench tops to replicate the look and feel of a domestic kitchen bench. Custom made display bookcases create the feeling of a library. Built from Laminex Antique Willuna White, a soft shade that compliments the crockery perfectly.





## PlayCorp/Alex Liddy

### "Display stands with a difference"

Our brief included creating a module that would be quick to install and display the plates to best effect. Our solution was a unique system of interlocking acrylic that displays the plates in a vertical position.

Our prototype was such a success that we have subsequently rolled the modules out to stores all over Australia and fulfilled demand for many re-orders.



*The Retailer's Shop*

*Shopfitters working with you from concept to completion*

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