



## CASE STUDY 5

# Deichmann Shoes, Bournemouth

Nova Lift Company is proud to present its latest project, a modern, stylish, bespoke glass lift installed for Deichmann Shoes, in their first flagship store, located in Bournemouth.

Deichmann Shoes, one of Germany's largest shoe retailers, has been expanding into the UK with new flagship stores all designed over two shopping floors. Nova Lift Company designs and installs all the high-end, bespoke glass lifts in Deichmann Shoes' multiple locations as well as providing service and maintenance for the entire UK portfolio of goods lifts, escalators and passenger lifts.

### The Professional Team

Architects: 

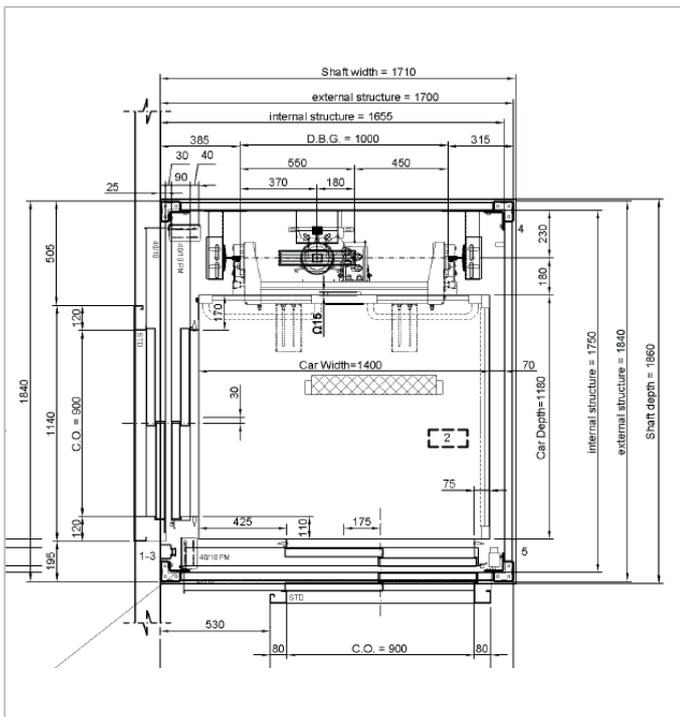
Interior Fitters: **Seibel und Weyer**

Installation: **Nova Lifts** 

## Project Scope

Deichmann Shoes in Bournemouth was the first store to be opened in the UK, and the design of a bespoke lift was crucial to meet the challenges of the project. Building restraints had been placed on the fabric of the building by the landlords so special self supporting lift structures had to be designed. To meet the visual impact requirement of the glass lift design, larger than normal glass shaft panels had to be incorporated to give a maximum glazed effect and feeling of openness, making the striking lift a key focal point of the store to attract customers.

The time scale of the project was vital to meet the store opening programme so trading could commence. To ensure schedules were met, many trades were working together on site to meet the time frame including builders, electricians, structural engineers and interior shop fitters.



## Aesthetics

Special attention was given to both the design and durability of the glass lift, to ensure visual impact within the store, ease of use for staff and customers, durability for movement of stock room materials and practicality to meet DDA disability discrimination act requirements.

Special powered coated steel structures were used to incorporate Deichmann's corporate colours, provide the durability needed for high passenger traffic and functionality for serving two shopping floors.

On completion of the installation the technical project manager commented on the unique lift design stating, "Accessibility has never been so lavish, it's a real talking point."



## Conclusion

With the expansion of Deichmann Shoes into the UK market, it was of key importance for the company to build its corporate brand and continue its proven business model with "rack" concept stores. The first store in Bournemouth proved to be such a success that their second store quickly followed opening in Poole, Dorset.

Following on from the superb installation in Bournemouth, Nova Lifts is now designing additional bespoke glass lifts for Deichmann Shoes for their forthcoming new stores.

## Contact

Please contact us for a free quotation or more information about our wide range of lifts.

**Nova Lifts** 

0845 888 767 or +44 (0)1622 882830

mail@novalift.co.uk

[www.novalift.co.uk](http://www.novalift.co.uk)