

## **Final press information**

**3 September 2007**

### **Berghaus debuts first branded store at Metrocentre through Calder Moore**

Berghaus, the UK's leading brand of outdoor clothing and equipment, has opened the doors of its first flagship store in the MetroCentre, Gateshead.

The striking new retail concept, created by retail design experts Calder Moore, forms the blueprint for the presentation of the brand in corners and concessions on a global basis, with the first concession opening in Oslo this month.

Calder Moore was appointed to the work earlier this year with the brief to bring to life Berghaus' innovative approach to product and the passion and trust that the brand inspires in its customers with a unique emotive brand experience that would be instantly recognisable as Berghaus.

Ian Calder, partner at Calder Moore commenting on the design said, 'Berghaus is the market leader in performance outdoor product. We've built on the trust that the brand inspires with consumers by conveying a sense of the modernity, energy and technical innovation that are uniquely Berghaus to move the brand forwards making it more accessible to a wider audience that enjoys the outdoor lifestyle.'

Owned and operated directly by Berghaus, the store will stock the latest products from across the company's range of performance outdoor clothing, footwear, rucksacks and accessories. The announcement of the brand's first dedicated store forms part of an ambitious strategy to build the company into a global leader in the outdoor industry and coincides with preparations for its entry into the lucrative Japanese market.

Richard Cotter, Berghaus brand president, commented "these are very exciting times for Berghaus. The flagship store is a key milestone on the road to delivering our bold objective to become one of the top five outdoor brands in the world. Berghaus' roots are in North East England and the MetroCentre has provided us with an outstanding commercial opportunity on our doorstep to directly deliver the brand experience that we aim to promote globally."

The MetroCentre is the UK's number one shopping centre and boasts almost 330 shops, along with over 50 restaurants and other leisure facilities. Every year, the centre receives 24 million visits. Berghaus will occupy a ground floor site in the 'Red Mall'.

Dominating the store frontage are two full-height glazed panel angled to draw people into the store and featuring bonded branding which appears suspended in the glass. Positioned behind this is a white, diamond-patterned, fret-cut steel screen which creates a view into the store and is used to suspend graphics and products. Pebbles set in resin provide a subtle base for the window area and light grey ceramic tiles create a walkway into the store.

To the right hand side of the entrance rucksacks and accessories are suspended from climbing ropes against an evolving graphic display featuring different terrains that the product would be used in.

Set in the centre of the store an organic-shaped desk with fine, perforated steel mesh covering creates a high-tech feel. Also in the middle of the store, opposite the cash desk rucksacks are displayed in cradles suspended from a diamond-relief patterned, glacier effect wall.

Footwear is the focus at the rear of the store. Footwear is suspended on down-angled metal and blue perspex shelves against a white, open fretwork frame illuminated from below and above by blue lighting to create a glacier-like effect.

The products have been segmented into different areas. An 'extreme' area positioned towards the rear of the store is dedicated to showcasing Berghaus' high-end, high-performance product. Product is displayed on a floating wall lit from behind to create a floating, ice-blue coloured, diamond effect. Blue perspex display cases showcase Berghaus' high-performance wear. Back-lit graphics panels are placed throughout the store at high levels.

Focused on Berghaus' fashion directional outdoor wear, the 'Ator' area has a stylised, youth-oriented feel with product randomly displayed in a freeform style against a large, high-energy graphic.

In the 'trekking and walking' area product is displayed on white steel shelves with blue perspex inlays and graphics across the top of the bays explain the products' performance.

Curved-shaped floor units across the store create an aerodynamic look, with quilted stainless steel laminate units displaying accessories; and bags and clothes displayed on metal and blue perspex units with angled stands. Two 'Hero' displays positioned to the front and rear of the store feature dressed mannequins and the products used.

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**About Berghaus**

Berghaus is the UK's market leader in performance outdoor products and has doubled its annual turnover to £50m during the last five years. In 2006, the company was presented with a Queen's Award for Enterprise in Innovation. Product developments for next Autumn include a new range of 'lifestyle' outdoor products called Ator, along with new and revised products across a wide range of categories, from core walking to technical climbing styles.