

Draft press information

13 December 2007

Caulder Moore brings taste of a fresh new Champneys to the High Street

Evolved brand identity and new retail design for health spa group

Champneys Health Resorts, one of the largest destination health spa groups in the world, has unveiled its evolved brand identity and the design for its new High Street retail outlets through leading brand design agency, Caulder Moore.

Caulder Moore was appointed earlier this year with the brief to create a singular brand identity in line with the company's future aspirations that could be easily translated across all visual manifestations of the brand, from in-store signage and navigational signage throughout the resorts; to marketing collateral. The agency was also asked to develop a retail concept informed by the new brand design to be rolled out across one hundred High Street locations over the next two years.

Ian Caulder, partner at Caulder Moore comments on the designs, "The new identity expresses the comfortable luxury and indulgence of Champneys, whilst preserving the strong heritage of the brand. We've created a more elegant, feminine feel that reflects the brands' prestige and the sense of well being, the personal service, its 'Englishness' and the offer of escape associated with it, whilst highlighting its unique and gorgeous, countryside retreats and the family's philosophy. At the same time we've balanced aspiration with accessibility, to widen the brand's appeal to a new audience. With the new retail designs we've created the sense of a furnished home - 'The Home of Champneys' – offering everyone the chance to experience Champneys. Signature elements make the outlets instantly recognisable on the High Street as Champneys."

The new identity uses a refined colour palette based on a lighter fresh burgundy, elegant bronze and warm cream combined with a relaxed photographic style and a new strapline - 'The Place to Be'.

The store windows have been given a softer, more furnished feel in line with Champney's lovely country houses. Menus in the window highlight the treatments available and gold frames are used to display seasonal promotions. Tiered tables in a signature dark walnut stained timber and gold trims display product and point-of-sale.

On entering the store on the ground floor a tiered table inlaid with skeletal leaf-design glass top displays new products and promotions on tiered display stands. Behind this sits a testing table with seating used for mini consultations. The area is overhung by a fine tiered droplet

chandelier set in a gold ceiling. Products are displayed along the walls in cream, hand-painted cabinets on bronze tinted glass shelves. Above the cabinets fine gold frames are used to highlight product segments. To the rear of the ground floor is a tiled vanity area with gold framed mirror where customers can test product ranges. A side table along the left is used to display brochures and treatment information and a maitre'd welcomes customers seating them in the waiting area which is furnished with tables, sofas and chairs using the signature gold, textured leaf-patterned woven fabrics featured throughout.

The cash desk is backed by branded pearlescent lit glass and back illuminated leaf-patterned glass sits in front. The bespoke peacock inspired patterned wallpaper used throughout is echoed on decorative drum light shades in the burgundy and cream signature colours. A plasma screen showing images of the origins and heritage of the brand leads to the rear area.

On the stairway, which is carpeted in a dark burgundy runner with gold border, images of the heritage of Champneys are displayed in antique gold frames.

Upstairs is a pedicure and manicure area with a long table housing ornate turned lamps. A storage unit in a cream, hand-painted finish reflect the ground floor furniture with glass shelves above them used to showcase the product. The treatment rooms are furnished in the signature colours and fabrics and the walls also display heritage images.

Katherine Pye at Champneys comments, 'We're thrilled with the new brand designs which carefully preserve the equity that resides in our world-famous and prestigious brand, whilst at the same time evolving and moving it forward to help us realise our future vision for the company. And with the beautiful new retail designs Caulder Moore has brought an instantly recognisable taste of Champneys to the High Street.'

-ends-

About Caulder Moore

Caulder Moore is a leading brand design agency with nearly 20 years award-winning expertise in creating unique emotive branding experiences for global retail, leisure and health and beauty clients. From its London studio the agency provides clients with the full spectrum of 2D and 3D design services – including strategy, branding and graphic communications, art direction and interiors – as well as project management. Clients include Marks and Spencer, GINA, Jigsaw, The White Company, Jo Malone, Wagamama, Daniel Galvin, Charles Worthington, Principles, Ben Sherman, Alibi, Revolution and Smallbone of Devises.

Recent award wins include: Retail Interiors Awards, 'Best Small Shop' – Fushi, DBA Design Effectiveness Awards - Warehouse, D&AD Awards 'Environmental Design and Architecture Retail

Design' - Whistles and Giulio, FX International Interior Design Awards, 'Best Independent Store/Showroom' – Charles Worthington Salon, The Drapers Records Awards – Giulio.

For further information, please contact:

Kirsty Langan or Margaret Brown at Calder Moore

T: 020 8332 0393

E: Kirsty.langan@blueyonder.co.uk or margaret@caulder-mooredesign.co.uk

W: www.cauldermoore.co.uk