

Stylish steps for Debenhams shoppers

A bright, modern ceramic-looking finish has been created within the cosmetic area of a leading department store, moving away from the traditional choice of floor tiles.

Debenhams, which operates 157 stores across the UK and Ireland with approximately 10.9 million square feet of trading space, relies upon a tough hard wearing floor that can withstand high footfall but is also able to retain its initial appearance.



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For these reasons, flooring from Amtico International has been successfully installed across a number of its sites, but a fresh, new approach was needed for the latest project at the company's Kidderminster store.

Formerly an old carpet mill, the building's Grade II listed interior featured exposed steel columns, beams and brickwork, characteristics that the Debenhams design team were compelled to preserve as Design Manager, Jill Fleming, explained.

"We required a finish that was sympathetic to the architectural features of the building, whilst accentuating the quality of our brands.

"We opted for Amtico's Composite Calcium finish, which replaced the ceramic tiles we have traditionally used within our cosmetic departments. Because this range provided a perfect partnership for both the natural and raw elements within the building, whilst giving the historic site a contemporary twist, we chose to install the Amtico finish throughout the entire store.

"Reliability and durability have always been key reasons for choosing Amtico flooring and its extensive range provides us with greater flexibility and inspirational finishes to enhance our future store designs."



Location

Kidderminster

Product

GN11 Composite Calcium