



Archer Electrical

CASE STUDY/RETAIL/ 005 APRIL 2011

CLIENT: NIKE RUNNING
 LOCATION: Exeter
 DESCRIPTION: Full Electrical Installation
 DATE: April 2011

Archer Electrical enjoyed working together with the Principle Shopfitter Brydol to complete the new Nike Running Store at the Princesshay Shopping Centre in Exeter.

Nike Running by Sweatshop is a joint venture between two of the most respected brands within the running sector. The striking new store concept takes inspiration from running in the urban environment, with materials including exposed breeze blocks creating a 'history wall' illuminated by wall wash downlights, highlighting key historical achievements of both the Nike and Sweatshop brands.

But this is a store that offers something extra to shoppers: it provides a complete running experience. A 'Running Lab' in store utilizes gait analysis technology to accurately analyze each individual's running style in order to match them with the appropriate footwear and a feature area is dedicated to the iconic Nike+ running accessories. The store is an integral part of the local running community, and acts as a base for a local running club and provides a community board for runners to display information about organised runs, social events and latest news. Local runs are organised using the store as a start and end point, with lockers provided in store for runners to leave their belongings.

Testimonial:
 What the client said:

"We are delighted with the outcome of the scheme. Working with specialist companies such as Archer Electrical Ltd has produced real benefits"

Mark Burton
 Brydol Shopfitting

