



# Better to GIVE than receive

**Trojan discusses its recent involvement in a chain of six new stand-alone women's fashion shops and explains why it is considered a leader in the interior design, manufacture and installation sectors**

**G**eorge Davies, the founder of Next, George, and Per Una, aspires to offer affordable luxury on the high street. The entrepreneur is bankrolling GIVE, a women's fashion apparel shop with an Italian influence, aimed at women age 30 and upwards. With the opening of six stand-alone GIVE stores and 16 department store concessions this past autumn, Mr. Davies has unleashed both an ambitious and innovative new retail experience.

Inside every store are style advisers to help you put together an outfit, as well as tailors on-site to take up or let down a hem. In addition, only one of each garment is on display, while other sizes are tucked away in wardrobes behind clothing racks, so as to cut down on the clothing clutter that is so frequently observed in most high-street shops. There is even a touch screen to help customers create individual looks, browse a collection, or place an order.

With the kind of innovative thinking shown by Mr. Davies in his creation of GIVE, it's no wonder that Trojan is so honoured to be one of the interior design and installation firms selected for the GIVE (on behalf of WB Projects) flagship stores.

Trojan has manufactured many of the bespoke joinery items for six of the stand-alone retail units, including the conversion of five existing retail shops and the fit out of one brand new shell, including stores in Regent St - London, Kingston, Glasgow, Cribbs Causeway- Bristol, Liverpool One - Liverpool, and Bluewater - Kent. All of the projects were fast tracked and brought to completion within the four-week time frame to achieve the roll out programme, as well as worked on simultaneously.

Trojan's responsibilities included, but were not limited to, partitioning and ceiling works, new walls, manufacture and installation of fire doors and joinery works, new shop-fronts, and installation of shop fit outs with works varying from store to store. Perhaps the most appealing aspects of the projects were the patterned porcelain floors and garment alteration areas exclusive to the GIVE brand.

Trojan has vast experience working in premier stores, such as Fenwick's, Selfridges, Harrods, House of Fraser and Harvey Nicholls. Trojan consistently provides a high level of professional service that sophisticated retailers demand, and is always on hand to help facilitate the client's requirements. With this kind of performance it's not difficult to see why Trojan is considered a leader in the interior design, manufacture, and installation sectors.

