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Making it on Bond Street



London has always been an industry leader in the world of fashion. Ask any designer and you will hear that the presentation of the clothing line is as important as the design itself, and there is no better place to be positioned than on Bond Street.

In the world of interior design, the designer is the artist and the installation company must perfectly execute the masterpiece in order for it to be a success. If even one small detail is missed during the installation phase of the project, the design runs the risk of falling short of its intended potential. It is essential for any design & build company to avoid such pitfalls in order to maintain their competitive edge in today's market, but for Bond Street it's a mandatory requirement.

Bond Street is one of London's principle streets in the West End shopping district. Just as any designer hopes to land their product-line on Bond Street, so would any interior design and installation company love to land an interior client on the fashionable shopping street. Only the best of the best will do, and Trojan is honored to be one of the interior design and installation firms selected for the prestigious Fenwicks flagship store in Bond Street/Mayfair, London project, which is due for completion in April of 2010.

Although Fenwicks is far from being Trojan's first client on Bond Street, it is one that Trojan is most proud of. Trojan has manufactured many of the bespoke joinery items for the Fenwicks project, made in-house at the Trojan Chiswick based workshop, thus allowing Trojan to provide a truly one-stop shop experience, and the result speaks for itself. We could not have achieved such a successful end product if it were not for the collaborative efforts between the designers and installers.



TROJAN



Promotion

The relationship between the designer and installation company must be one of complete trust and confidence in order to be successful on Bond Street.

The elaborata interior construction currently underway at the Fenwicks/Mayfair flagship store in Bond Street demonstrates that when the relationship between designer and the installation company is just right, there is perfect harmony. To date, the Fenwicks project has turned out some of the most outstanding designs to be displayed, and are sure to please the store's sophisticated shoppers.

You can be sure that any store expansion that is 10 years in the making, with the design elements under development for two of those years, will expect the interior installation of the project to be perfectly executed. Trojan was selected by Fenwicks as one of the companies of choice, to execute many of the design and installation requirements for the store. Trojan's responsibilities included - but were not limited to - partitioning and ceiling works that include detailed lighting troughs and ornate fibrous plaster domes. In addition, the new feature columns and ceiling on the new ground floor lingerie department were not only designed and installed by Trojan, but manufactured by Trojan as well. The many intricate details of the ceiling design and features give the Fenwicks/Mayfair in Bond Street store a modern appearance with an elegant appeal.

Trojan has vast experience working in premier stores such as Fenwicks, Selfridges, Harrods, House of Fraser and Harvey Nichols. Trojan consistently provides a high level of professional service that these sophisticated retailers demand. Trojan 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 sector.



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