

Arthur Price – House of Fraser, Cabot Circus



Final In-store fitting

Arthur Price's elegant range of cutlery and gifts represents the very best of English design and craftsmanship. So when looking for a company to help them reflect this quality for their concession within House of Fraser, Cabot Circus; they turned to Caliba.

A newly built £500m shopping centre in Bristol, Cabot Circus has a style and finish superior to its peers. To guarantee their customers a shopping experience to match, Arthur Price wanted to portray this same sense of excellence.

Working to stringent corporate guidelines for both design and layout, Caliba's design and production team created tailor-made solutions, incorporating display towers, tiered display units and glass shelving, into an easy to navigate customer environment.

The end product provided Arthur Price with a space discretely yet suitably emphasising their in-store presence.



Loose cutlery display tray



Final In-store fitting

Signs: Shop fitting: Design, manufacture and install

Description	Specification	Value
Display towers	Units fabricated out of MDF and spray finished , complete with glass shelves	£17,000
Tiered display units		
Wall cupboards	Silver anodised aluminium spur shelving system with toughened glass shelves	
Glass spur shelving system		
Loose cutlery display trays	Applied vinyl logotext and digitally printed product images	
Branded header panels		