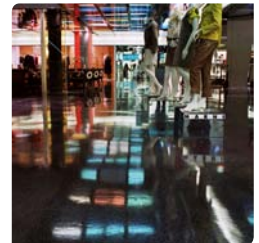


A Super Brand Floor at Selfridges



• Product: Kristalina • Market Sector: Retail • Location: UK • Client: Selfridges • Date: 2005

Flowcrete has provided the right floor finish to create a unique shopping experience in Selfridges, Oxford Street, London.

To tie-in with the design theme, Adjaye Associates chose the sparkling glitter floor finish Kristalina in Ebony, to add a simplistic yet stylish feel to the Superbrands area in the Oxford Street store.

Situated on the second floor, Superbrands is home to prestigious names including Gucci and Stella McCartney.

The concept behind the design of the Superbrands area was to turn shopping into an exciting urban experience. Adjaye Associates created a central square with all the brands in shop-like sections around it with a café and restaurant placed in the centre.

A transitional vivid red corridor articulates the route into the square announcing a new and different environment and evoking the feeling of being outside.

Kristalina is part of the designer-led range of floor finishes from Flowcrete. It is exceptionally hardwearing, easy-to-maintain, light reflective and is available in a wide range of colours.

“This product captures the look we wanted...the presence of the glitter provides an almost precious feel to the floor and we are very pleased with the result.”

(Lucy Tilley, architect for Adjaye Associates)