

## Functional fixture suite and a coat of paint a facelift for outlet fashion giant

132% sales increase year on year a fantastic return on investment for Table Eight Clearance.

### CLIENT:

Table Eight Clearance is an outlet fashion chain with national representation in DFO and selected strip locations.

### CHALLENGES:

The owners had built the successful business on used and mismatched fixtures and display materials, and a merchandising strategy was lacking. The influx of well presented competitors in the DFO environment meant a change was required.

### SOLUTIONS:

The development of a functional fixture suite and new counter joinery, a ticketing library, paint, lighting and a retail standards manual. Education of the store teams on merchandising in stories and volume price points, regular rotations and housekeeping standards.

### RESULTS:

Very positive response from customers and staff alike. At the end of the first full week of trading in the pilot store, sales had increased 132%.

