

# Kbbreview Industry Awards 2007

## CATEGORY: Showroom Award for Bathrooms

### FINALIST: Whittington Homes, Pulborough, West Sussex

#### What is your overall showroom strategy?

Whittington's Bathroom Studio is a family run concern based in the heart of West Sussex at Pulborough. It was born out of the need for more display space than our previous showroom in Storrington could allow and it took three months to produce our new studio which was finally launched on Friday September 7 2007.

Pleasingly, it seems that all the effort has paid off as we have received widespread critical acclaim.

#### How have you considered the customer's journey through the store?

We have aimed to produce something a little different from the norm. Using styling pods, the customer is led by his inquisitiveness to move around the studio discovering the sets. Utilising warm neutral colours, soft lighting and ambient music we've created a relaxing informal atmosphere conducive to focused browsing and allowing friendly discourse between us and the customer.

#### What innovative ideas have you come up with for your showroom that sets you apart?

On entry to the studio, the customer immediately enters the reception area with inviting leather clad seating. Opposite the seating area is an lcd display where the designer can show the customer his proposed design. A portfolio of existing applications will also be shown to convey the quality of both equipment and fitting.



