



Ben Sherman Reveals London Flagship Redesign

Ben Sherman is pleased to announce the re-opening of their flagship store at 50 Carnaby Street, London W1 showcasing a new retail concept for the brand. The 1000sq ft space combines an eclectic mix of textures and materials providing an inviting and greater retail experience for customers.

The store exterior still features the iconic Brown Betty tiles which now frame large windows that open out to the interior of the store. Inside, customers are drawn to a modern white tiled wall featuring a bold neon sign featuring the original Ben Sherman Signature logo. Eurostop technology incorporated into the till-point plays branded content which enhances the customer's check-out experience. The innovative customer experience will also soon be rolled out to Ben Sherman retail locations in Germany.

At the heart of the store remains the brand's Shirt Wall featuring a cornucopia of Ben Sherman shirts, taking it back to where the brand began. To complement the interior, neon target design accents and contemporary elements finish the look to give a modern boutique feel to the store.

Talbot Logan, SVP Brand Management overseeing the global Ben Sherman brand, comments: "Refitting our flagship store represents a new chapter for the brand following the announcement of our partnership with TEAM GB alongside our retail growth across Europe. The UK continues to be one of our strongest markets and it is only fitting that we enhance our flagship in the capital. With this new store concept, we wanted to offer our customers a fully immersive retail experience that not only nods to our heritage but also pushes the brand forward."

Kevin Stone, Group Sales & Marketing Director at Baird Group which operates Ben Sherman ecom and retail locations in the UK, Holland and Germany, says "It's a pleasure for the team at Baird Group to deliver a new flagship concept at 50 Carnaby Street, the iconic street has been the spiritual home of the brand since the sixties. We will continue to drive the brand forward with new partnerships with retailers like Zalando, Next, and The Very Group and the relaunch of bensherman.de, the brand's German website." Stone also agrees "it's truly an exciting time for the Ben Sherman brand and in support of the planned European expansion, the brand will exhibit at Pitti Uomo 96 in Florence and at Seek in Berlin, along with regional tradeshows within the UK".

The Ben Sherman Carnaby store re-opened 11th May 2019.

ABOUT BEN SHERMAN

Ben Sherman was a legend in his own right. Often described as 'always embracing the new and the different': he constantly searched for the very best. Born Arthur Benjamin Sugarman, he began his career making shirts for other designers, it wasn't long before his creative flair took over and he started designing his own shirts. By 1963 Ben Sherman was ready to launch his own clothing line. For over fifty-five years the iconic Ben Sherman shirt and brand has been adopted by almost every seminal youth culture and style movement, it is still revered and worn by style leaders of today. Now a global lifestyle brand, Ben Sherman and the original Oxford shirt still remains a modern icon, there is simply nothing quite like an original Ben Sherman shirt.

www.bensherman.com