

CUSTOM BUILD BROS: TRANSFORMING HOLLISTER STORES NATIONWIDE WITH EXPERT JOINERY, CARPENTRY, AND STREAMLINED COORDINATION

OVERVIEW

Custom Build Bros undertook store renovations across three Hollister locations, delivering comprehensive upgrades to key areas, including:

- **Cash Desk Tills:** Upgraded and built out with MDF for a clean, painted finish aligned with new branding.
- **Back Wrap Walls:** Enhanced with shiplap cladding for a fresh, modern aesthetic.
- **Video Walls:** Newly installed at store entrances, framed with shiplap cladding and new LED screens.
- **Dressing Room Doors:** Bespoke full-length shaker-style doors added for improved privacy and safeguarding.

OUR SOLUTION

While the project was completed within the tight deadlines typical of retail renovations, challenges arose, particularly with the supply chain. Materials sourced from the USA, including shiplap, were delayed, and inaccurate surveys compounded the issue.

Custom Build Bros overcame this by transferring surplus materials between sites, ensuring progress continued uninterrupted. We also suggested layout solutions to minimise waste, but unfortunately, the client did not sign these off. This added to our challenges, but we worked within their plan and still delivered a seamless result.

Revisits were required for two of the stores to finalise outstanding elements, adding to travel and stay-away costs. However, through proactive planning and strong communication, these challenges were managed effectively, maintaining high standards across all sites.

AT A GLANCE

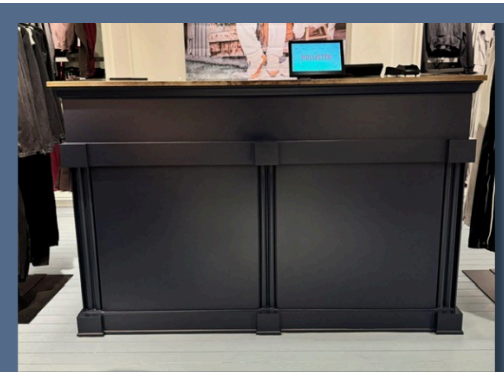
Client: Hollister

Locations Completed To Date:

The Bentall Centre
Kingston, Victoria
Square Belfast,
Meadowhall Sheffield

Timeline: 5 weeks

Aim: Aesthetic Retail
Upgrade Solutions



CUSTOMER & CLIENT IMPACT

The upgrades significantly enhanced the visual appeal and functionality of each store, enticing customers with the dynamic video walls at the entrance and a clean, modern aesthetic throughout. Dressing room upgrades addressed safety concerns, improving privacy and customer confidence.

Client feedback highlighted the exceptional quality of our work, prompt communication, and proactive approach, with Hollister's team commending our ability to consistently deliver to the highest standards.

RESULTS & LOOKING AHEAD

With three stores successfully completed, we are well-prepared to take on the next phase of Hollister's nationwide renovations in 2025. Each project builds familiarity and efficiency, ensuring seamless upgrades across similar layouts. We're proud to contribute to this exciting overhaul, maintaining consistency and excellence across every location.



MATERIALS & DESIGN

The upgrades reflected Hollister's shift from its traditionally dark branding to a bright, vibrant aesthetic, incorporating soft blue and white tones. The shiplap cladding and modern finishes aligned with this new image, while the shaker-style doors improved both customer experience and privacy.

TEAM & COORDINATION

A skilled team of carpenters and joiners managed the intricate layout of the cladding, working through the night to ensure stores reopened on schedule. Labourers maintained a clean workspace, vital for a smooth transition back to operations each morning.

Close collaboration with Hollister's design and operations teams ensured last-minute adjustments and supply chain issues were addressed promptly. Stacey, a partner and client relations manager, played a key role in coordinating logistics and ensuring seamless communication between the client and our on-site teams.

**REDEFINING RETAIL SPACES
WITH PRECISION NATIONWIDE.**

