



CLOTHING CONCEPT AND ROLL OUT

Tesco briefed zebra to design and implement their clothing department offer. We worked closely with their commercial team to deliver a concept that took clothing from supermarket aisles to stand alone departments with specialised fixtures and signage. We have now delivered plans for over 1200 stores throughout UK and Eire turning out department drawings at a rate of 30 stores a week at the height of programme.

Zebra provided department layouts, space planning and merchandising support as well as signage and programme management. We established ourselves as the main point of contact as experts on Tesco clothing for daily implementation queries. We are now working with Tesco to deliver a new look to their clothing departments which will deliver a high street style shopfit. First stores have recently opened in Blackpool, High Wycombe and Bracknell. Tesco are now preparing to roll this out into the rest of their stores.

Tesco is now the UK's second largest clothing retailer with labels such as Cherokee, Florence and Fred. Tesco clothing has outperformed the market, showing good growth in menswear and an improving trend in childrenswear.

