

Halifax Flagship



The versatile and contemporary aesthetics of Forbo Flooring Systems' portfolio has led to an array of its floor coverings being installed at the UK's first-ever Halifax flagship branch. The state-of-the-art project, which is unlike any traditional bank, has been awarded top honours in the annual Fly Forbo 2018/19 competition. Designed by leading retail and brand consultancy firm, Honest, the 13,500 sq ft Halifax branch located on Oxford Street in Central London, replaces the former Dorothy Perkins and Burton flagship store. Spanning over three floors and split into different zones, the interior design incorporates vibrant colours and inviting furnishings to create a welcoming and homely environment. Michelle Hardy, Senior Creative at Honest, said: "The Halifax flagship is the first of its kind. We have done a lot of work with the bank over the years to formulate its retail experience, but this project really emphasises the transformation of customer experience. Financial decisions require more time and thought, therefore it is important that customers feel comfortable, relaxed and supported in their surroundings to make these discussions. For this reason, we proposed the concept of the 'Halifax home', where every element of the interior, from the furniture to the floor coverings, needed to create that 'home away from home' feel. "We visited the Forbo showroom in Clerkenwell, which was the ideal source of inspiration, as we needed hardwearing, comfortable and contemporary floor coverings that would denote spaces without being overwhelming. Working closely with and utilising the knowledge and guidance of our Forbo Key Account Manager, we were able to identify an array of products from Forbo's portfolio that would help us to meet our objectives." Paula Rowntree, Head of Branch Formats and Design at Halifax, commented: "We co-created the flagship with customers and colleagues with the purpose of designing a branch that places customer needs at the heart of all our activity. We are very proud of the outcome and the feedback from customers and colleagues has been fantastic." Inspired by this project and want to #GetTheLook? Visit our Perfect With inspiration section to order your sample pack: Visit the Halifax Flagship Perfect With page

Project Name	Halifax Flagship store
Location	London
Commissioned By	Halifax Bank
Interior Design	Michelle Hardy, Senior Creative, Honest
Photography	Victoria Middleton Photography



Bulletin Board
oyster shell



Bulletin Board
fresh pineapple



Bulletin Board
blue berry



Tessera Diffusion
space quest



Coral Classic
warm black



Surestep Material
blue concrete



Allura Flex Wood
rustic anthracite
oak



Allura Flex Wood
deep country oak

