



## Louis Copeland gets makeover from Douglas Wallace

### Company

Douglas Wallace

### Done Deal:

€250,000

### Turnover:

€17 million

### Staff: 158

Established: 1980

Architectural firm Douglas Wallace has completed work on a €250,000 project to design and fit out the interior of the new Louis Copeland outlet in CHQ in Dublin's docklands.

The firm won the contract to design the 111 square metre store in November 2007, prior to its opening in April.

"Our aim was to incorporate Louis Copeland's reputation for tailoring into the store design as much as possible," said Brian Jennings, director with Douglas Wallace.

"The Copeland family has been in the clothing business for nearly 100 years and the name is synonymous with classic tailoring for men in Ireland."

Douglas Wallace clad the rear wall of the store in wallpaper designed to look like the fabric used in pinstripe suits.

"The fabric changes to rich purple as you enter the changing rooms, which is reminiscent of being inside a suit with purple lining," said Jennings.

"The feature window light fittings, which are made from bowler and top hats, also add a touch of tongue-in-cheek humour to the design.

"Designated focal areas for complimentary products – shoes, ties and accessories –

have been included, as well as recessed retail displays, low tables and seating areas."

"Having worked with Douglas Wallace on the redesign of our Pembroke Street store, we knew that they understood what is important to us," Louis Copeland said. "We recognise the value of good design in our stores and, when we decided to open in CHQ, we wanted to work with a company with world-class expertise in interior design.

"The design by Douglas Wallace uses modern and interesting materials while still retaining the essence of existing Louis Copeland stores through use of dark woods and elegant colours."

Douglas Wallace was founded in 1980 to offer architecture, design and project management services to clients across Ireland, Britain and Europe. The company employs 158 staff in offices in Dublin, Galway, Belfast and London.

It has an annual turnover of €17 million.

Recent projects include the Cliff House Hotel, Waterford, Scotch Hall in Drogheda, the Eye Cinema in Galway and the Morrison Hotel and Edward Square in Donnybrook.

Internationally, the company is working on the redevelopment of Bow Street Magistrates Court in London, Floreasca Shopping Centre in Bucharest and Queensmere Observatory in Slough.



Measuring up: designer Aoife Rhattigan of Douglas Wallace; Louis Copeland; Louis Copeland Jnr and Brian Jennings, director of Douglas Wallace