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PR WITH MARKETING EDGE

CLIENT	Douglas Wallace
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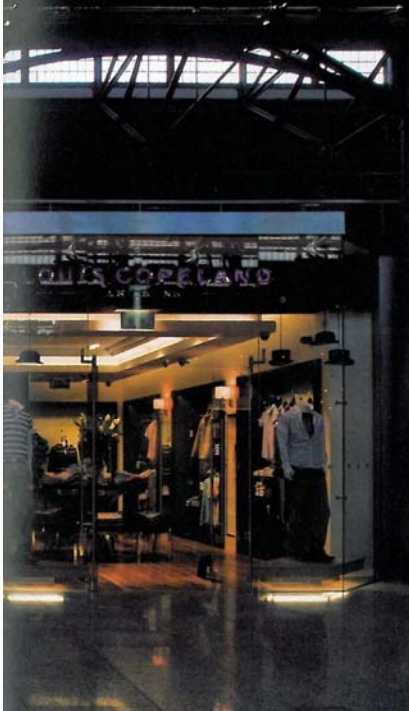
Douglas Wallace Tailors New Louis Copeland Store In CHQ Building In Dublin's Docklands



Douglas Wallace, the major Irish firm of architects, designers and project managers, have completed the interior design for a new Louis Copeland store which is now open in the CHQ building in Dublin's Docklands.

Louis Copeland is Dublin's best known tailor and menswear retailer and the Copeland family have been in the clothing business for almost one hundred years. Louis Copeland will occupy a 111 square metre unit and joins recently opened new tenants including Fitzpatrick's Shoes and women's fashion stores, Kohl and The Pink Room. The CHQ store is in addition to three other Dublin city centre Louis Copeland stores, on Wicklow Street, Capel Street and Pembroke Street.

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. The interior



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maintains and extends the unmistakable atmosphere and character that makes each Louis Copeland store unique. The materials, colours and textures were specifically chosen to bridge the divide between the traditional and modern elements of the Louis Copeland experience.

"The bold rear wall is clad in a 'pinstripe suit' fabric, creating a playful element; the fabric changes to rich purple as you enter the changing rooms, reminiscent of being in a suit with purple lining," says Aoife Rhattigan, Designer, Douglas Wallace. "The feature window light fittings made from Bowler and Top hats also add a touch of tongue in cheek humour to the design." The store offers a full range of casual and formal wear aimed at 20-50 year olds. Shoes, ties and accessories are also available.

Brands stocked in addition to Louis Copeland & Sons own label will include Armani, Tommy Hilfiger, Hugo Boss, Canali and Duchamp. Brian Jennings, Director, Douglas Wallace, said: "Our aim was to incorporate Louis Copeland's reputation for tailoring into the store design

as much as possible. The Copeland family have been in the clothing business for almost one hundred years and their name is synonymous with classic tailoring for men in Ireland. We wanted to pay homage to their contribution through a new take on a menswear shop which combines the unique comforts we have come to know and expect with slick design features which look to the future."

Designated focal-areas for complimentary products, i.e. shoes, ties and accessories have been included, as well as recessed retail displays, low tables and seating areas. Douglas Wallace specialises in the creation of commercial, retail, hotel and spa environments. The company recently acquired the top Belfast firm of architects Ferguson Wheeler for €2.7 million, followed closely by the buy-out of London based Corporate Edge Interiors and Architecture in a deal worth €1 million.

[w] www.douglaswallace.com