



# Sound Solutions

Retail, Acoustic & Commercial Interior Contractors

## Case Study

### Calvin Klein Underwear Grand Arcade Cambridge



#### Client

Calvin Klein Underwear

#### Industry Sector

High End Fashion Retail

#### Location

Grand Arcade Shopping Centre  
Cambridge

#### Project Type

New build unit fit out within  
a trading centre

#### Capacity

Principal Design & Build  
Contractor & CDM Co-ordinator

#### Timescale

5 Weeks

#### Contract Value

Under £200k

Calvin Klein  
underwear



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## Background

One of the few unoccupied retail units within the prestigious Grand Arcade Shopping Centre in Cambridge city centre was the location for the first Calvin Klein Underwear Franchise store in the UK. Sound Solutions were chosen following their previous success in the centre with the Build-A-Bear Workshop® outlet.

## Challenges

Calvin Klein, in conjunction with their designers, provided an initial space planning layout for the unit which had to be converted into working drawings for approval by the Client, Landlord and Local Authority.

Unit size restricted the back of house area which required careful space planning in order to maximise the stock room without compromising the sales floor.

## Solutions

With our previous experience at Grand Arcade we were able to predict potential issues with the initial layout and design enabling us to iron out the more important changes prior to construction starting and submitting a comprehensive approval package to the Grand Arcade retail delivery team.

Our pro-active site teams & in-house CAD & 3D visualisation capability allowed us to communicate quickly & effectively any beneficial changes that could be made to the design and layout before & during the actual construction.

## Results

Landlord approval was gained in record time thanks to our detailed design submission receiving the first “A” status (accepted with no comments) in Grand Arcade’s experience of almost 60 fit-outs.

Through our flexible on-site & project management team we were able to implement changes during construction to maximise the store impact.

The store has been branded by the shopping centre “the best example of quality workmanship” in the Grand Arcade.

## Testimonials

*Hi Ben and Neill,*

*Just have to tell you both and your team what a great job you have all done.*

*I was totally blown away when I saw the store today.*

*I knew you were the right people for this project, your passion and warmth for how you take pride in your work was the deciding factor.*

*One of the best decisions I have ever made!!!!*

*The work speaks for itself.*

*What a fantastic creation yourselves and your team have engineered from start to finish.*

Tarun Patel

**Calvin Klein Underwear  
Franchise Owner**

*From the very beginning of this project Sound Solutions completely understood the landlord’s requirements for design, systems integration and quality of build. At the Grand Arcade we have a very strict approvals process and it is a true testament to Sound Solutions that their detailed design submission achieved the first and only “A” Status we have given to a detailed and concept design submission.*

*It is no understatement to say that the finished store is the best example of quality workmanship in the centre.*

Matt Graves

**Senior Grand Arcade Retail Project Manager  
Cyril Sweett Ltd**