



## CASE STUDY 7

### Abercrombie & Fitch

Nova Lifts is proud to present one of its latest installations, a high quality, bespoke platform lift designed for Abercrombie & Fitch, for their newest UK flagship store at intu Trafford Centre, Manchester.

Only the second Abercrombie & Fitch store to open in the UK, Nova Lifts is delighted to have won the contract for the lift design and installation for such a prestigious brand. The 5,554 sq ft store opened its doors to the public in April.

#### The Professional Team

Architects:



Abercrombie & Fitch

Installation:





### Project Scope

This was the first installation for Nova Lifts for the Abercrombie & Fitch brand; however Nova Lifts have designed and completed numerous lift installations, over several years, in many retail shopping centres for the popular Hollister brand, also owned by Abercrombie & Fitch.

This type of platform lift was specifically chosen for the Abercrombie & Fitch project in the intu Trafford Centre, as the shopping centre structure could only accommodate a 50 mm depth pit, nothing deeper. This could easily be accommodated with an Aritco 7000 platform lift that requires a recessed installation

50 mm below floor level. In addition the lift design could be customised with a choice of different glass types and flooring options, to ensure the corporate style for Abercrombie & Fitch was fully met.

### Aesthetics

To meet the visual impact and aesthetics of the project specification, the platform lift was designed in line with Abercrombie & Fitch corporate branding guidelines; the overall lift design demanding door heights of 2100 mm and needing to incorporate specific Abercrombie & Fitch brand RAL colours for both the shaft and the doors.

In addition, the lift installation ensured ease of use for customers, staff and movement of stock as well as meeting the DDA disability discrimination act requirements.

### Conclusion

Nova Lifts currently services and maintains the wide portfolio of lifts under the Hollister brand across the UK.

Following on from the successful installation at intu Trafford Centre, Manchester, Landmark Lifts will also continue to work with Abercrombie & Fitch on further

new bespoke installations required, as they continue to expand their retail outlets and build their corporate brand in the UK market.

### Contact

Please contact us for a free quotation or more information about our wide range of lifts.

**NOVALIFTS**

+44 (0)845 8888 767 mail@novalift.co.uk

[www.novalifts.co.uk](http://www.novalifts.co.uk)

