



ILVA Stores, Nationwide

ILVA UK EXPANSION CONTINUES



Leading Danish furniture retailer, ILVA, opened the doors of its third store in the UK, in Gateshead recently. This completes the first phase of its UK launch having opened ILVA in the Piccadilly Basin, Manchester in September, and the Thurrock store in August 2006.

Helping ILVA develop in the UK are architects Wilson Mason and Partners, working in collaboration with Danish architects Schmidt Hammer Lassen.

Wilson Mason specialise in retail and have created spacious lifestyle environments for ILVA's first three UK stores, to display the 10,000 item-strong, mid-market product range of home furnishings. The stores follow the award winning Danish model of large format, spacious, retail accommodation.



ILVA acquired Marks & Spencer's former Lifestore premises for its stores in Thurrock and Gateshead, and selected Manchester as the location for a new build project. Wilson Mason's role also included the modification of the existing buildings into the retail experience required by ILVA.



Greg Musi, Partner at Wilson Mason, comments: "It has been a fantastic challenge to bring ILVA to the UK furniture market. Our aim has been to replicate the highly successful formula of its existing Scandinavian stores and ILVA's core values of high quality design, style and accessibility, and provide shoppers with an inspirational, unrivalled shopping experience."

Each store has large structural glazing providing natural light and extensive use of natural materials such as basalt stone and natural timber throughout.



The store's retail sales areas average 120,000 sq ft on two trading levels, excluding associated stock warehousing and customer collection areas.

Spearheaded by Executive Chairman Martin Toogood, and supported by Chief Operation Officer, Colin Haggerty, ILVA's Gateshead debut is the third installment of the home furnishing chain's European expansion plan which aims to grow to 20 stores within the next 10 years.

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