

Case Study: Space NK – Bluewater Shopping Centre

Client: Space NK

Location: Space NK, Bluewater Shopping Centre

Store Size: 2,760 sq ft

Project Overview

ARC UK was commissioned by Space NK to deliver a comprehensive graphics and branding solution for the grand opening of its 81st retail outlet at Bluewater Shopping Centre. This store marks Space NK's return to Bluewater after a ten-year absence, with a brand-new location in the Lower Guildhall, near The White Company and Hobbs.

As a globally recognised destination for beauty

discovery - curating over 100 premium and niche beauty brands - it was essential that the store's launch presentation reflected Space NK's luxurious identity and created a strong visual impact in one of the UK's busiest shopping centres

Objectives

- Deliver high-impact visual branding in the lead-up to and during the launch.
- Drive footfall and awareness across the centre towards the new store.
- Integrate Space NK's clean, modern brand aesthetic with efficient wayfinding and stylish crowd control.



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Services Delivered

ARC UK provided a fully managed service, including consultation, site survey, production, and installation. Key deliverables included:

Pre-Opening Graphics

- Retail Hoarding Wrap: Full vinyl coverage on the hoarding around the unit to build anticipation and brand recognition ahead of opening.

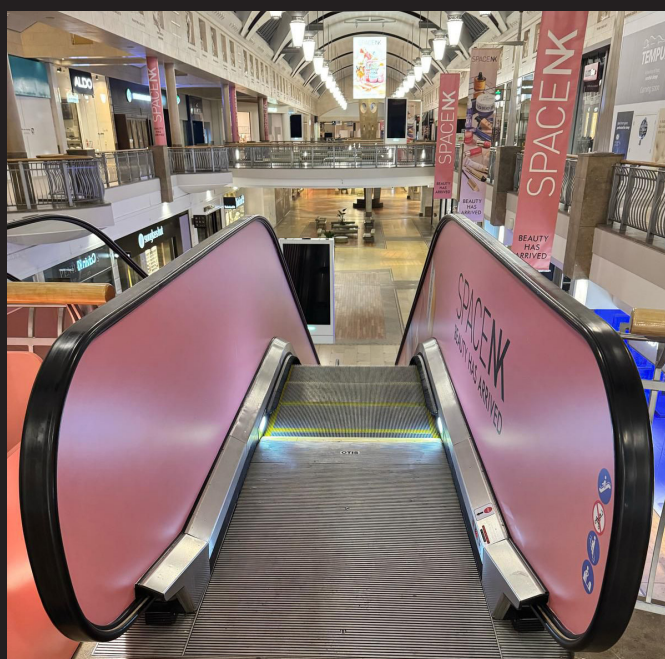
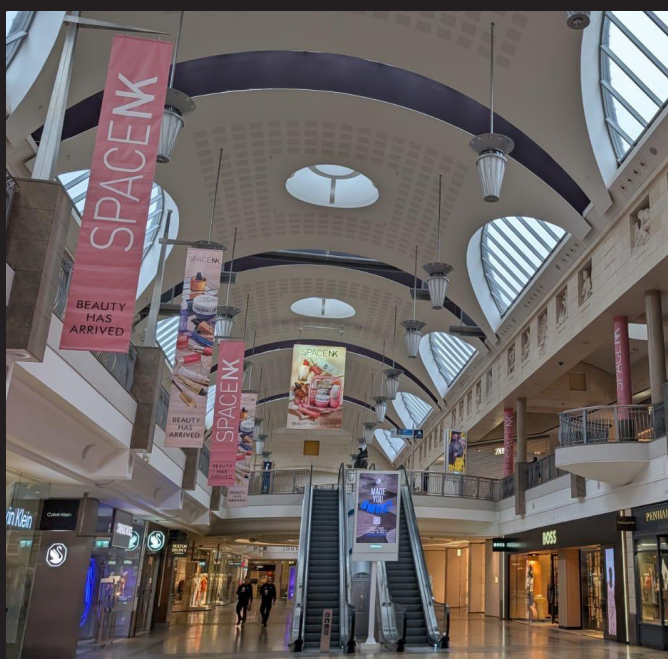
High-Impact Installations

- 10 Hanging Banners: Placed in high-footfall areas to maximise visibility and brand exposure.
- 5 Wrapped Pillars: Fully wrapped in custom vinyl to seamlessly extend the Space NK identity into surrounding architecture.

- 2 Hanging Lightboxes: Extra-large, premium illuminated branding solutions measuring 3m x 5m designed to make a bold and unforgettable impact in key areas of the centre.

Wayfinding and Crowd Control

- 2 Sets of Escalator Graphics: Branded panels that directed shoppers toward the new store while maintaining aesthetic consistency.
- 7 Premium Roller Crowd Barriers: For stylish and practical crowd control, ARC UK supplied its easy rental option for premium roller-style barriers and mechanisms - an offering not widely available from other UK suppliers.
- 3 Circular Floor Vinyls (600mm diameter): Strategically positioned across the shopping Centre to guide customers to the launch event.



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Results

The delivered graphics transformed the retail space and surrounding mall areas into a cohesive, branded environment that elevated the customer experience and amplified launch-day excitement.

The application of large-format illuminated lightboxes and impactful messaging ensured Space NK stood out, while the rental crowd barrier solution offered a sleek and practical option that kept the event space controlled and on-brand.

ARC UK's comprehensive, end-to-end execution exceeded expectations and reaffirmed our strength in delivering premium retail branding solutions at scale.

About ARC UK

ARC UK specialises in high-quality print, signage, and installation services across retail, commercial, and experiential sectors. From concept to completion, we create bold, on-brand environments that make a lasting impact.