

Case Study | The Perfume Shop – Boutique Launch at Lakeside Shopping Centre

The Challenge

When The Perfume Shop unveiled its new Boutique concept store at Lakeside Shopping Centre, they needed more than just a store opening. They needed an unmissable retail experience that would: Grab attention from day one. Drive footfall in one of the UK's busiest shopping centres. Reflect the premium, personalised nature of the new Boutique

The ARC UK Solution

With only seven days to deliver, ARC UK provided a turnkey solution — from site survey through to production and installation.

Key Deliverables:

PVC-free vinyl lift graphics – bold, eco-conscious visuals at the heart of the centre. Double-sided balustrade graphics – high-visibility impact across busy walkways. Premium design – mirroring The Perfume Shop's luxury Boutique aesthetic.

"Our goal was simple: make sure no shopper could miss the launch." – ARC UK



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Sustainability Built In

By choosing PVC-free materials, ARC UK delivered a solution that was both visually striking and environmentally responsible, aligning with the values of today's eco-conscious shoppers and retailers.

The Results

Unmissable presence within one of the UK's most competitive shopping centres. Premium, high-impact graphics that reinforced The Perfume Shop's brand identity. Excitement and buzz generated for the Boutique launch

Why Retailers Choose ARC UK

- ✓ Speed without compromise – delivered in just one week.

- ✓ Direct collaboration – working closely with The Perfume Shop team.
- ✓ Sustainability first – PVC-free graphics at the core.
- ✓ Proven expertise – specialists in shopping centre branding & store launches.

Partner With ARC UK

Whether launching a flagship concept store or rolling out multi-site campaigns, ARC UK has the expertise to deliver retail graphics that capture attention and elevate customer experience. Let's make your next store launch a standout success.

