

# Case Study: NEXT | Lakeside Shopping Centre Graphics

**Client:** NEXT

**Location:** Lakeside Shopping Centre, West Thurrock

**Project Scope:**

Turnkey Solution - Precision Site Survey, Print Production, Finishing, and Installation

**Project Timeline:**

Fast-track delivery, completed on time for store opening on July 10th 2025

**Overview**

When NEXT announced the launch of their largest ever retail store - an 82,000 sq ft flagship destination at Lakeside Shopping Centre - they engaged with the ARC UK Team to deliver a complete promotional graphics solution. The challenge was to create a cohesive brand environment to promote the opening of their vast, multi-department store within a captivating and cohesive brand awareness environment, and to do so within a tight deadline. The ARC team provided a full-spectrum turnkey service that included our Full

Site Survey Service, Print, Production, Delivery, and Installation. The result was a powerful and immersive visual identity that echoed NEXT's brand ethos and engaged customers from every angle of the shopping Centre.

**The Challenge**

NEXT's new store is a retail ecosystem, housing departments from women's, men's, and children's fashion to homeware, FatFace, Bath & Body Works, and Costa Coffee.

The graphics installation to promote the new store opening had to:

- Be bold, brand-aligned, and eye-catching
- Seamlessly complement the architectural space without disruption
- Be delivered to a tight, pre-launch schedule





## Our Turnkey Solution

From inception to completion, ARC managed every facet of the project. The collaborative, holistic approach ensured creative alignment with the NEXT team while allowing for responsive, real-time problem solving by ARC's multidisciplinary experts. Our involvement included:

### 1. Strategic Planning & Creative Development

Working closely with NEXT's design and marketing teams, we mapped out a bespoke experiential graphics plan. This involved comprehensive site surveys, print ready artwork adaption to suit unique spatial characteristics, and development of brand-consistent specifications.

### 2. High-Quality Print & Durable Materials

Every material selected was purposefully chosen for its durability, finish quality, and sustainability:

**Balustrade Graphics:** 10 double-sided panels printed on high-tack self-adhesive vinyl, which is a highly resilient material – specifically produced for maximum durability within a high-contact area.

**Escalator Graphics:** Outer panels clad in double-sided self-adhesive vinyl, achieving maximum impact for customers in motion while maintaining longevity and adhesion.

**3m x 5m Hanging Banner:** Produced to exacting standards for optimal visual impact in the atrium space.

**Pillar Wraps:** 8 graphics of varying heights, printed on PVC-free black-back fabric. These one-piece wraps avoided any joins or seams - delivering a clean, seamless visual effect while prioritising eco-friendly materials.

### 3. Precision Installation

Installation was conducted by ARC UK's national team of expert fitters. With meticulous attention to detail, the team ensured every element was applied flawlessly. The Lakesides's spatial complexities - including curved pillars, multi-level escalators, and high ceilings - were navigated with technical skill and precision.



### A Unique Brand Environment

The finished result wasn't just a graphics install - it was a complete brand environment. The space now serves as an immersive experience, enhancing footfall awareness of the new NEXT store and creating meaningful visual connections between people, place, and brand.

Each graphic element contributes to a cohesive space identity, tailored specifically to the opening of this Flagship Store for NEXT - one of the UK's most prestigious brands, which is defined by a high emphasis level on customer service, a commitment to responsible sourcing and ethical practices, and a diverse product range... catering to a broad customer base.

### Seamless Collaboration

A critical success factor was the holistic integration of the NEXT client team with ARC UK's In-House Artwork Prep Experts, Print Specialists, Project Managers, and National Installation Team. This close collaboration allowed for quick approvals, iterative specification refinements, and on-site adaptability - ensuring the entire process was seamless from start to finish.



### Result: A Transformative Retail Experience

NEXT's new Lakeside flagship store opened on July 10th to glowing customer feedback. Thanks to the comprehensive involvement of the ARC team, the promotional graphics installation was not only visually striking but also durable, sustainable, and seamlessly executed. ARC UK's installation has elevated the customer journey and turned a large-scale retail environment into a memorable brand experience.

### Key Outcomes

- Delivered ahead of schedule with zero defects
- Unified installation across a complex multi-brand retail space
- Long-lasting materials for high-traffic retail durability
- Sustainable printing with PVC-free options
- Enhanced customer experience through immersive branding

### Let's Talk About Your Next Project

Looking to transform your space into an immersive brand environment? Let the ARC team bring your vision to life - from concept to completion.