

Case Study: Sephora at St David's Centre, Cardiff

Immersive retail graphics for a landmark brand launch

Client: Landsec

Location: St David's Centre

Project Overview

The opening of **Sephora at St David's Centre, Cardiff** marked a significant moment for both the brand and the destination. As **Sephora's first store in Wales**, the launch needed to do more than just announce a new opening... it had to create excitement, generate anticipation, and transform the shopping centre into a celebratory, shareable experience.

Commissioned by the **LandSec Spotlight team**, working on behalf of **Publicis** and **Sephora**, we were tasked with delivering a centre-wide visual takeover that would build momentum ahead of the launch, and... elevate the customer journey throughout St David's.

The result was a bold, cohesive installation programme that combined scale, creativity and precision - designed to engage shoppers at every touchpoint while respecting the premium retail environment.

The Challenge

St David's Centre is one of the UK's leading retail destinations, with high footfall, multiple entrances, and complex sightlines... the challenge was to:

- Announce Sephora's arrival with an iconic and celebratory visual experience
- Create a sense of anticipation in the lead up to opening day
- Deliver consistent branding across a large, live shopping centre
- Encourage organic engagement, photography and social sharing
- Install and remove all elements efficiently, without disruption

All work needed to be temporary, high-impact and flawlessly executed - meeting the expectations of an internationally recognised beauty brand and a major UK landlord.



Our Approach

We approached the project as an **immersive retail experience**, not a collection of standalone graphics. Every surface, entrance and transition point was embraced as part of a wider journey, guiding shoppers through the centre while building excitement for the store opening.

The design and production focused on bold colour, clarity of messaging and durability, ensuring the graphics performed visually across varied lighting conditions and heavy footfall areas.

Scope of Work

To achieve a full centre transformation, we delivered a comprehensive suite of large-format graphics, including:

- **40 panels of bunting**, suspended along a key entrance route to instantly signal celebration and arrival
- **Lift mirror graphics**, combining exterior vinyl with internal photo-op mirror vinyl to encourage interaction and social sharing
- **Circular entrance door vinyls** applied across three main entrances, promoting the opening from every approach
- **A full vinyl wrap across one principal entrance**,

including mullions, creating a striking and immersive first impression

- **Escalator stainless steel vinyl** applied to one side, designed to sit seamlessly beneath glass graphics
- **One full set of escalator glass graphics**, featuring six pass designs for depth, vibrancy and consistency
- **80 balustrade panels**, finished with six-pass printed vinyl to maintain impact across long sightlines
- **25 floor graphics**, each 600mm in diameter, guiding shoppers through the mall while reinforcing the launch message

Together, these elements created a cohesive visual language that wrapped the centre in anticipation for Sephora's arrival.

Installation & Delivery

The installation was completed **mid-October '25**, strategically timed to build momentum ahead of the store opening in late 2025. Careful planning ensured minimal disruption to retailers and visitors, while maintaining safety and access throughout the centre.

All graphics were produced with temporary use in mind, balancing durability with clean removal. **De-installation took place mid-November**, returning all areas to their original condition – a key requirement for both LandSec and St David's Centre management.



The Impact

The campaign successfully transformed St David's Centre into a uniquely engaging destination, during the launch period. Shoppers encountered Sephora branding at every stage of their visit – from arrival to vertical travel, to movement through the mall.

Key outcomes included:

- Heightened awareness of Sephora's first Welsh store
- Increased dwell time and engagement through interactive elements
- Strong social media visibility driven by photo-op installations
- A premium, cohesive launch environment aligned with Sephora's global brand

By the time the store opened, anticipation had already been firmly established, positioning the launch as a major retail moment for Cardiff.

Conclusion

The Sephora St David's Centre project demonstrates the power of **large-format retail graphics** when they are strategically planned and expertly delivered. By combining scale, creativity, and operational precision, we helped transform a store opening into a memorable, centre-wide experience.

For landlords, agencies and brands looking to activate space, drive footfall and create moments that resonate beyond opening day, this project stands as a clear example of what immersive retail branding – with Team ARC – can truly achieve.

