

READY FOR

A BOLD

NEW LOOK?

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COMMERCIAL INTERIOR DESIGN

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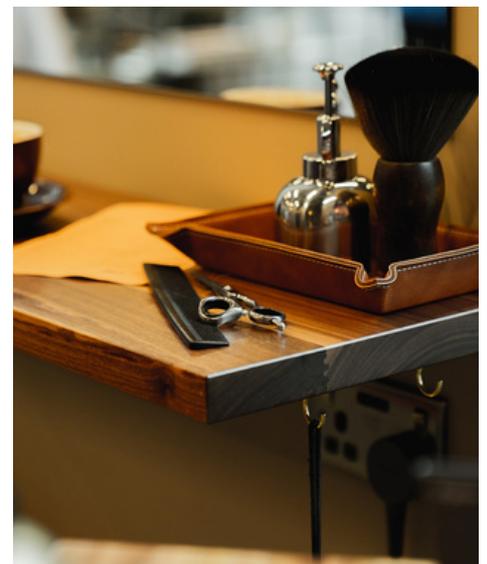


MEET LAYRD DESIGN



Layrd Design is a team of experienced and creative designers offering bold, character-driven design packages and fit-out works nationwide. Our team specialise in commercial interior design for workplaces and offices, gyms and leisure destinations, hospitality venues and retail spaces.

This guide is designed to present you with an idea of the kinds of spaces possible for businesses like yours, and to share our industry knowledge in order to support you with some of the considerations that come with commercial interior design.



RETAIL SPACE

DESIGN



TAANK

Layrd Design were approached at the end of 2019 by the team at Taank Optometrists to completely redesign and fully renovate their site, consisting of both retail and residential spaces spread across three floors.

The team were tasked with radically modernising the previous retail space, whilst remaining warm and welcoming to its existing and value clients. The focus was on exquisite detailing and adding elements of theatre and drama to the space. We wanted the scheme to suggest a feeling of luxury, whilst remaining approachable and inviting.

Textures and materials served as the starting point for this design - with a clear use of oak and marble, coupled with small touches of brass detailing.





A conscious decision was made to celebrate and embrace the original features of the building - such as the three fireplaces and the Victorian staircase.

Alongside existing features, we reinstated traditional elements like the plaster corncicing, picture rails and wall panelling detail - in a bid to restore the property's charming character essence after fire and water damage occurred in 2019.

The Taank scheme was a finalist in the Retail Design category at the SIBD International Design Awards 2021.





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TOP TIPS FOR RETAIL SPACE DESIGN

What should you consider when planning a new scheme for your retail space?

First impressions are key - and ensure your interior scheme has an **immediate impact** on your customers as soon as they arrive.

Consider your **customers' journey** through the space, the route they will take and the key touch and interaction points.

From reception desks, to mirrors, door handles and artwork - every element of the space needs to be considered in the design, so that customers have a **full and complete experience**.

Lighting is key in all interiors - but even more so in retail spaces. **Great lighting can help to sell products**, or make customers feel a certain way. Ensuring the space is lit correctly will help to create the right atmosphere, and set the tone for the products on sale.

Introduce **elements of theatre** - things that might move, or can be altered by staff, such as hidden workstations or displays that open out. This will ensure customers have a different experience every time they visit the store.



DOUCE



Douce is a five seat salon, cafe and bar - and a truly unique offering for Cambridge. Layrd Design completed this bespoke salon scheme for the lifestyle brand at the end of 2022.

Inspired by the Air-Stream that was converted into a mobile salon by the brand, and located near to the space, Layrd created a welcoming salon with warm earthy tones and a stainless steel-clad curved bar, where customers can enjoy coffee service and alcoholic drinks.

Walnut surfaces, a concrete floor, dusty pink colours with deep greens of biophilic design combine to create a functioning yet exceptional concept design.





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OUR PROCESS

01. DESIGN BRIEF

An initial meeting to understand your needs, and address key requirements for your project from the very beginning.

02. CONCEPT DESIGN

This will be presented in the form of sketches, layout plans, images, and basic visuals.

03. DEVELOPED DESIGN

The agreed concept is developed into working drawings. These become the basis to produce a finished design.

04. SPECIFICATION & COSTS

A full and detailed costing package will be curated so you can review the breakdown of all costings.

05. WORKS PROGRAMME

A schedule of works is produced to accurately forecast day-to-day operations on-site.

06. PROCUREMENT

In alignment with the agreed design specification and works programme, all orders are placed.

07. ONSITE FIT-OUT

We will implement the full design scheme, working alongside various trades to achieve the highest quality finish.

08. PROJECT HANDOVER

The project will be signed over to you after a final review and only when our exacting standards are met.

ON A MISSION TO CREATE

SUSTAINABLE SPACES

Ensuring the spaces we create are designed with sustainability right at the heart means we can take accountability for our environmental impact and aim to limit it as much as possible.

We often speak to businesses who want to know how they can transform their spaces without compromising the environment. So what are some of the key things to consider?

Use what you already have

Telling businesses to strip out everything they already have and to replace with brand new is environmentally damaging in itself. Sustainable interior design should focus in large part on working with what is already available, and an innovative design team can work to incorporate those existing materials creatively, or advise you on how to enhance those spaces sustainably and cost effectively.

Choose cradle to cradle

Making environmentally responsible choices throughout an interior design project is fundamental, and finding *cradle to cradle* products even more so. This is defined as the design and production of goods in such a way that, at the end of their life, they can be truly recycled; either up-cycled into a new product, or returned to the earth through safe and non-toxic decomposition.

Sustainable suppliers

There are some great suppliers out there who are working innovatively to re-use and give new lease of life to existing products. Look for pre-loved schemes that buy and reupholster or re-stain second hand furniture, and take-back schemes for goods such as carpet tiles who recycle the materials back into their manufacturing process. It's also possible to source beautiful surfaces made from recycled plastics and wood, and sustainable fabrics made from ocean waste.



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THE IMPORTANCE OF INTERIOR BRANDING

Interior branding is so much more than adding a logo or sign - and is often the most overlooked part of creating a company brand.

What is interior branding?

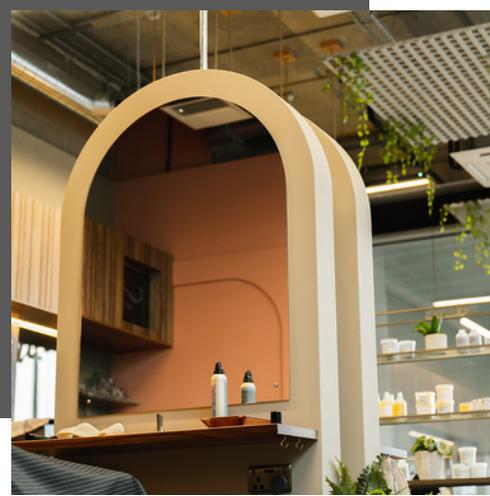
Brands are encoded in physical environments - whether we like it or not. Every location in which customers might interact with your brand - a reception, a changing room - makes an impact on them. Interior branding is simply ensuring that your spaces are designed with your brand values in mind - it's a worthwhile investment that can help you stand out from the crowd.

What should businesses consider when it comes to interior branding?

How is your brand communicated to customers in the layout, finishing materials, colour and lighting of your interiors? Is there consistency binding your identity together? All of these elements must work together to form an on-brand engaging experience.

Where is the best place to start?

As early as possible in the design process! You may want to brainstorm descriptive words for your brand, and ensure that your interior scheme could also be described with those same words. Work with your interior design studio to connect all elements and contributors to the business and design as early as possible. Get on the same page as quickly as you can - this will inform a cohesive design direction.



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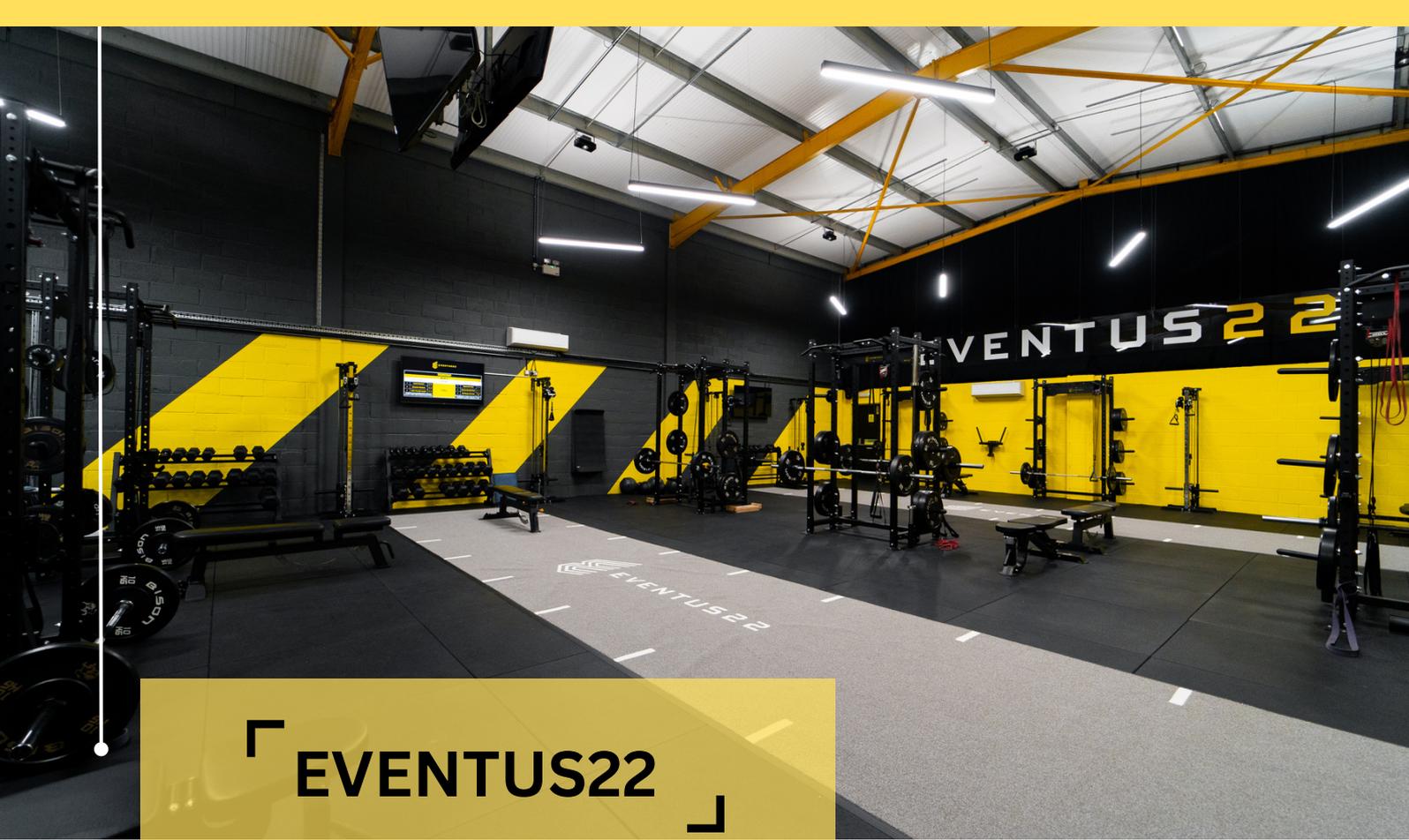
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PORTFOLIO





Completely bespoke interior design services
for a suite of commercial industries

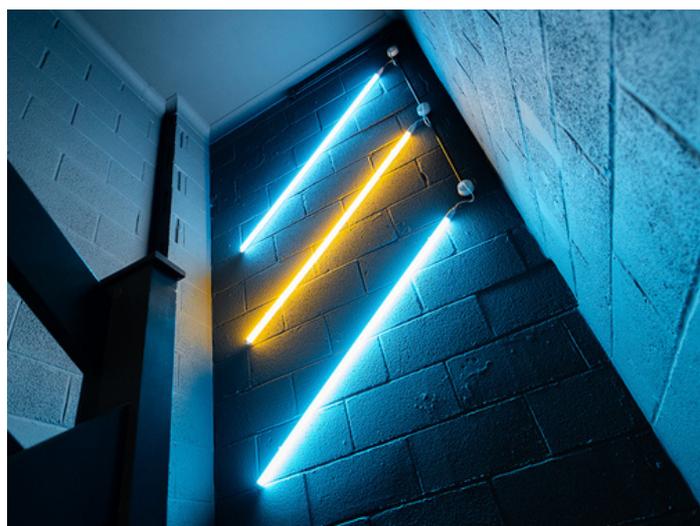
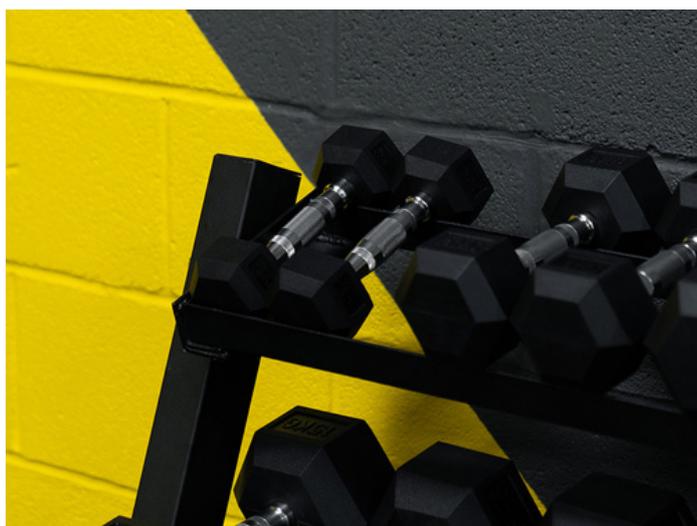


「EVENTUS22」

Eventus 22 is a trainer-led gym and community based in Bury St Edmunds, East Anglia - committed to delivering life changing gym experiences and a holistic approach to fitness and wellness.

Layrd Design completed the interior design and fit out scheme for Eventus 22 at the end of 2022 - taking a 425sqm, dated industrial unit and transforming it into a bold and energising space that empowers and motivates gym members.

The existing architecture of the building was used to help shape the colour scheme of the space. The angular paint is designed to show movement and energy - and the interior scheme is consistent from the reception through to the changing rooms and gym floor, making the space fully coherent and immersive for each visitor.



THE SWAN



The Swan is a stunning 18th century hotel set within the tranquil surroundings of the Great Ouse River, Cambridgeshire.

Hoping to overhaul the previously dated and neglected space, The Swan engaged Layrd to create a welcoming and fine dining experience.

A material palette of wood, golds, stones worked with planting and biophilic design to create a deep and interesting space that worked for both lunch and evening settings. The marble tables and timber effect floor add a high end feel to the space, softened by the use of planting, art and decorative elements to break up the walls and ceilings. A layered interior provides a unique and beautiful setting to enjoy.



WHO WE ARE

MEET THE TEAM

We're a team of experienced and creative interior designers, with specialisms in workplace, gym and leisure, hospitality and retail design.



WILL MAYES
FOUNDER & DIRECTOR

Will has 10 years in the creative industry and started Layrd in 2019 with the vision of building a creative and engaging interior design studio. Will was recently awarded the Young Entrepreneur of the Year 2023 at the FSB awards.



EMILY GRAY
STUDIO MANAGER

Emily thrives in planning and organisation, she is passionate about team culture and wellbeing are top priorities.

She is experienced in running professional events and is taking the lead on these for Layrd Design.



ELEANOR PENNY

INTERIOR DESIGNER

Eleanor is passionate about bringing sustainability & wellness into every aspect of design, with a keen eye for the finer details. As a designer, she is enthusiastic about understanding each client's unique vision, and bringing this to life.



GINA CLARKE

INTERIOR DESIGNER

Gina's design interests lie in creating bespoke, memorable spaces for all to experience. Colour and character are her forté. She believes that good design can change the world and keeps sustainability, inclusivity and wellbeing at the heart of her design ethos.



EMILY BATTEN

INTERIOR DESIGNER

Our Designer, Emily, believes collaboration and forward thinking to be the key to success in Interior Design. With a BA in Fine Art and Design and a Master's in interior design, Emily looks at her designs with a fun and colourful approach which matches her outgoing and social personality.

WHAT WE DO



Our commercial interior design, furniture supply and full onsite fit-out services include liaising with all contractors and suppliers, and project management.



This allows you to have one point of contact at Layrd Design, who will manage the onsite team - ensuring your scheme is implemented on time and to the highest level of detail.



We are passionate about what we do and work closely with each client to produce bespoke, carefully managed interiors that fulfil the needs of both the client and user.

BOOK A FREE CONSULTATION

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Email: willmayes@layrddesign.co.uk



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CONTACT US

If you are looking for design advice or have a project you would like to discuss with us, simply give us a call or email us - **we would love to hear from you!**



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