

# AATi Commercial

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## PROJECT CASE STUDY

December 2013

### **Cath Kidston**, Piccadilly, London

AATi's SN23/55 antislip stair nosing was specified (as pictured below) for the brand new flagship Cath Kidston store, located next to the department store - Fortnum & Mason on London's Piccadilly. Cath Kidston is widely known for its vast range in floral-print merchandise.

The new flagship shop offers 20,000 product lines displaying the unique patterns which have become synonymous with the brand. In recent years Cath Kidston has experienced a high volume of sales which has swiftly increased customer footfall and with customer safety being paramount there was only one sensible choice of nosing.

Further to this, with our in house CAD design and pattern making facilities we can also make bespoke nosings including your company name for example. This is becoming a very popular request, we have recently completed bespoke nosings for Superdry's Flagship store in Regents Street, The House of Coco Tang Cocktail bar (had their own type face) and The Royal Academy of Arts (49 different names, one per step, cast into each nosing).

