



BEYOND
FLOORING

Sector	Retail
Product Range	Luxury Vinyl Tiles & Heterogeneous Vinyl
Collection + Design	Moduleo 55 Jura Stone 46975 XL on main floor in standard design Moduleo 55 Cement stone 46930 XL on main floors too - Unique bespoke colour Unicorn Red HV custom colour around cash desks and stairs Moduleo 55 Expressive Shades 62220 in changing room
Surface	3.200 m ²
Client	Sports Direct
Location	Watford - United Kingdom
Date	2019
Installer	EDB Designs
Architect	Specifiers: Steve Jepson, The One Off & Retail Design company EB Designs



“IVC Elevates the Retail Experience at Sports Direct Watford”

Sports Direct’s new 35,000ft² Watford store represents the model of the retailer’s next generation environment. Bringing sports brands including Nike, Adidas and Puma, along with urban fashion labels through the USC streetwear and fashion outlet; the store delivers an enhanced shopping experience.

Throughout the store, Luxury Vinyl Tiles and Heterogeneous Vinyl floors from IVC have been used. Employing a mix of high-performance Moduleo 55, Moduleo 55 Expressive and Concept 70 compact sheet vinyl; The One Off, the creative agency behind the immersive retail design, has used flooring to help elevate the brand.

Steve Jepson, The One Off, comments: **“As a model of Sports Direct’s future retail environment that places emphasis of reaching out to an ever more sophisticated consumer, we needed the floor of the Watford High Street store to help create an immersive and elevated shopping experience.”**

The main floors on both levels see IVC’s popular Jura Stone effect LVT in an XL size used alongside a bespoke colour in Cement Stone, again in an XL tile format. Used as ground cover, the two designs separate Sports Direct and USC into clear areas that help to guide shoppers through the space. The One Off has also used

waterjet cut inlays in a custom ‘unicorn red’ colour to highlight areas within Sports Direct departments.

The same unicorn red can be found around cash desks and stairs in IVC’s Concept 70 compact sheet vinyl, jutting into the Jura Stone LVT to provide a dramatic highlight at key transaction areas and way points. Using a combination of LVT and compact sheet vinyl has allowed the design to avoid unsightly transitions for a purpose designed look.

For changing room areas, IVC’s standout Moduleo 55 Expressive collection has been utilised, with The One Off choosing the striking Shades abstract geometric wood LVT. Contrasting the black metal frames and grids used to construct the changing rooms, the natural effect adds a layer of warmth and organic texture to soften the space. Shades uses an emboss-in-register finish, where the texture precisely follows the pattern for heightened realism.

IVC floors were recommended by EB Designs, a specialist retail design practice responsible for delivering The One Off’s concept into the prime retail space on Watford High Street. Joe Giammalva, EB Designs, comments:

“For the Sports Direct area, we opted for the dark finish of Moduleo 55 Jura Stone 46795 with a two-fold effect.



Contrasting the white ceilings while also allowing high traffic without the concern of poor appearance due to wear and tear. On the upper floor USC level, we went for a bespoke colour in IVC’s Cement Stone pattern, bringing a fitting urban aesthetic of poured concrete without the cost. The XL tile has been used to improve the look and reduce installation time and cost.”

With high traffic expected daily, IVC’s Moduleo 55 LVT specification was an obvious choice. With a 0.55mm wear layer that sees a Class 33 rating, 55 floors are most suited to high traffic environments. Featuring Protectonite® for a surface that’s more resistant to scuffing and easier to clean, these floors reduce intensive maintenance for a simpler maintenance regime. IVC 55 LVT floors are also made from 50% recycled content.

For sheet vinyl applications, IVC’s Concept 70 delivers the ultimate in wear performance. Class 34 rated and with a 0.70mm wear layer, the floor is designed to withstand intensive use from foot and wheeled traffic. Equipped with Hyperguard+ for a finish that’s scuff-resistant and easy to clean, Concept 70 can be used alongside IVC 55 LVT without the need to alter care or maintenance schedules.