

# Case Study

## Retail



## H&M Stores

### Facts about the project

H & M Stores, United Kingdom

Architect: H & M Head office, Sweden

Contractor: JM Scully

Project size: 200m<sup>2</sup> per shop

Products: Ecophon Advantage E & Gedina A - Grey



For H&M, one of fashion's most popular names on the high street, keeping ahead of the latest trends drives a rapid pace of change. This often includes store refurbishments prior to the launch of a new season's collection.

As one of H&M's preferred manufacturers, Ecophon works alongside tier one contractors to supply acoustic suspended ceilings as each store undergoes a facelift.

Advantage E and Gedina A in Grey tiles are specified for their look, acoustic performance and ease of installation. Advantage E offers strong acoustic performance, durability and cost effectiveness, with white tiles in a recessed visible grid that looks clean and sharp. Providing a dramatic visual contrast, Gedina A in Grey is perfect for creating a dark ceiling with low reflection and good sound absorbing properties, adding to the store's ambience. This new colour to H&M is situated with their menswear section.

Both products are easily demountable, which is vital for those stores that need easy access to the busy void area above, allowing effortless handling and straightforward installation.



Disruption on the shop floor is kept to a minimum by Ecophon's rapid delivery and ease of installation, helping the H&M team to achieve the slick fashion-forward look consistent across all its stores.

Ecophon's acoustic ceilings also contribute towards H&M's sustainability goals, with tiles made of glass wool consisting of more than 80% recycled household glass.

For more information please contact:  
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