

RETRO STYLE DINER PROVES POPULAR ON THE SOUTH COAST

Ed's Easy Diner, a London brand, brings a little retro style and colour to the south coasts West Quay Shopping Centre in Southampton.



THE CHALLENGE As a brand virtually unknown outside the M25 Ed's easy Diner required a strong external image to attract a new audience and compete with neighbouring operators such as Pizza Express and Nando's.

The two bay frontage, awkward plan shape featuring large columns, angled walls, low ceilings and a restriction on the use of neon within the shopping centre, all added up to create a difficult task for the design team.

“Dover Design bring to every new project over 30 years experience of creating and developing highly successful restaurants and bars in a variety of locations throughout this country. They were our first choice when we began the expansion of Ed's Easy Diner.

They deliver on every important facet of a brand 'roll-out', always producing an exciting look to sites of differing shapes and sizes, getting the maximum occupancy and efficiency from each one.

Beyond just design, they control the investment budget, project manage the process from pre-site planning to hand-over and their comprehensive knowledge of our concept means that it is always in the safest of hands. And when you're opening ten or more sites a year, to have that confidence in them is priceless.”

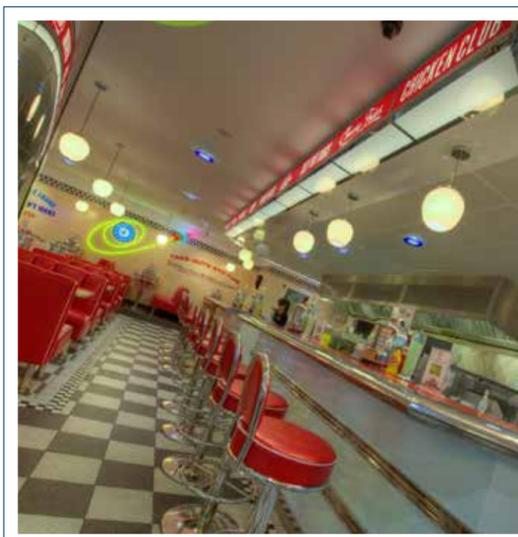
Andrew Guy,
Managing Director of Ed's Easy Diner Group.



THE SOLUTION By cladding the columns in polished steel and capping them with 'halo's' formed in an LED alternative to the usual neon, the brand's iconic signage was retained and draws the customer's eye to the interior. Clever planning and a bold, graphic palette of materials combine well to create a colourful and vibrant diner.



THE RESULT With the space between the two neighbouring and 'visually quiet' competitors now animated and vibrant, the new brand has been drawing in higher than expected custom resulting in a 25% increase in the predicted takings for a new site.



FIND OUT MORE: To find out more about how we can help create interiors that bring returns, don't hesitate to get in touch with Jon, George or David at: studio@doverdesign.com or 020 7272 9414.

For more information about Dover Design visit www.doverdesign.com