

Cape Town gets in-store Nike zone

The Nike Sports Store, located in Bree Street in the Cape Town CBD, is the first store in Cape Town to feature an in-store football zone complete with the sports brand's new global architecture and substrates. As contracted by Nike South Africa, it was installed by Todwil, a South African company that specialises in retail-marketing solutions.



“To deliver a project of this nature, from technical drawing to installation, requires detailed planning and execution,” says James Wilson, head of planning and production from Todwil, adding, “a meeting of the minds with our experts was required in the installation of the zone”.

Company architects, interior designers and contractors were involved in the architectural, structural and lighting layout of the new Nike Football Zone as well as in the completion of the structural and surface work required. In-store elements then had to be designed, produced, rigorously checked for quality and then installed in the store.

Whilst this project was being completed, another Nike Zone was installed at the Cross Trainer store in the Victoria and Alfred Waterfront in Cape Town.

The company is one of the global leaders in retail marketing that provides in-store brand communication solutions. By offering retail-marketing strategy, design and manufacturing, it provides integrated solutions that have consistently answered its clients' communication objectives for over 60 years. With an extensive service offering that is underpinned by consumer, brand and retail knowledge the company provides in-store brand presence that is aimed at influencing consumer behaviour. More details from www.todwil.com.

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