

**CLIENT:**  
itsu

**LOCATION**  
Central London, UK

**CRITERIA**  
Collaboration, brand colour matching, agile spaces, personal storage

**SECTOR**  
Retail

**itsu**

Eat Beautiful. That's itsu's mission.

Inspired by the flavours of the Far East, the first itsu began serving nutritious food in Chelsea in 1997 and now has over 70 shops. itsu is recognised for stunning store design and a modern approach to food retailing, as well as its forward-thinking approach to customer satisfaction and employee development.



**Creating the right ambience**

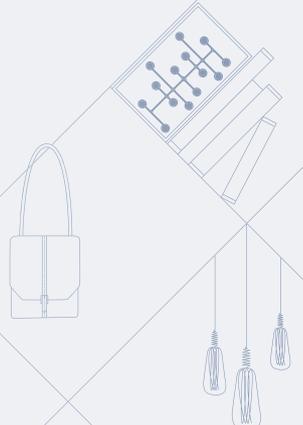
**BRIEF**

itsu approached Bisley with a brief to create an open and collaborative office space which reflected the look and feel of their stores. The space had to accommodate all head office teams such as marketing, HR, property and IT as well as a test kitchen and a recruitment and training academy.

**SOLUTIONS**

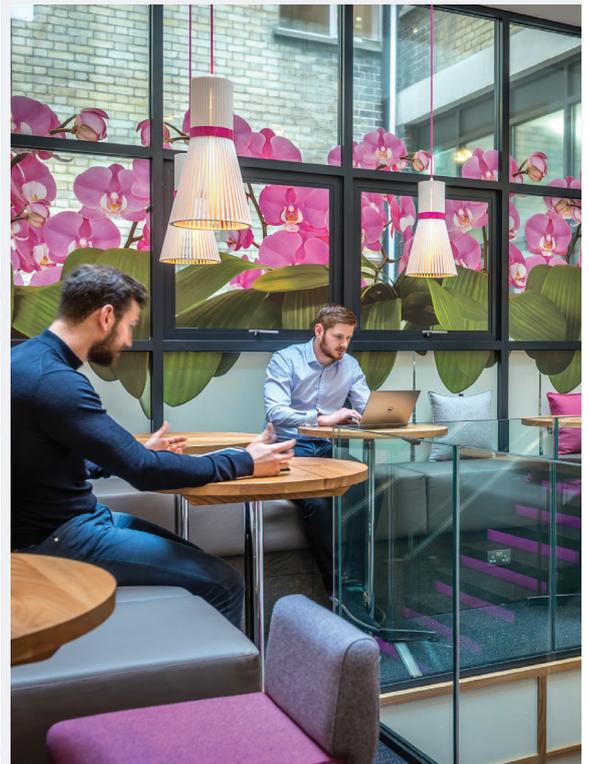
Bisley responded with a full design service; from initial mood boards, installation and project management, including procurement and co-ordination of 3rd party products. We supplied 'Be' bench desking, with storage to divide spaces, desk screens, task seating and lockers, as well as high tables and soft seating.

Many products were bespoke designs to maximise space and to match itsu's brand colour palette of pink and grey. For example, meeting room tables and benches were customised to meet room dimensions and increase useable length.



## RESULTS

We created an agile space to accommodate itsu's growing team and equipped them with spaces for informal meetings or individual working. Bisley matched the itsu brand colour palette on all its products; the instantly recognisable grey and pink can be seen everywhere from seat pad to cushions to desk screens to mobile storage. The open compartments on their tall white lockers were accented with pink as were the desktop power units and the AV ports in the middle of meeting room tables. The new head office now feels like an extension to the shops, helping all employees to feel part of the same itsu family.



“We wanted our new head office to reflect our brand and by choosing their products we did that in style. From colour-matching our brand palette to sourcing complementary products, Bisley helped us create a comfortable, eye-catching and functional workspace.”

JO DAVIS, GROUP PEOPLE DIRECTOR