

Project: Dreams

Client: Dreams

Location: Multiple Nationwide

Programme: Various

Sector: Retail



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Brief

Dreams, a leading UK retailer, has an ongoing partnership with Hurst to oversee the fit-out and refurbishment of its nationwide stores. This includes managing the client's direct contractors and ensuring projects are completed on time and within budget.

Store refurbishments typically involve upgrading M&E systems, installing lighting, ceilings, flooring, and wall cladding, and incorporating custom joinery to align with Dreams' signature interior style. Many projects also integrate subsidiary Feather & Black, requiring their own distinct corporate design.

Result

Hurst has transformed multiple stores into modern retail environments, enhancing the customer experience with upgraded services and technology. Our work has also contributed to Dreams' sustainability goals, rolling out electric vehicle charging points across 40 sites.

By closely coordinating with Dreams' site managers and adhering to safety protocols, we ensure minimal disruption to trading. Our flexible approach allows us to meet tight deadlines, adapt to schedule changes, and maintain high standards across all refurbishments.

Scope of Offering

- » Installation of new high efficiency general and feature LED lighting, data cabling and fire alarm systems
- » New lift installations
- » Bespoke joinery items e.g customer service and planning desks and shelving
- » Installation of new ceiling tiles and wall cladding
- » Interactive kids zone unit
- » Full redecoration to client corporate colour scheme
- » New carpets featuring customer walkway demarcation
- » Spraying of shop frontage and new signage
- » Refurbishment of customer toilets and back of house kitchens
- » EV charging points
- » Groundworks to some distribution centres





Challenges

- » Delivering refurbishments in live retail environments while ensuring public safety.
- » Designing and installing child-friendly areas with a focus on durability, compliance, and security.
- » Managing multiple store projects simultaneously, where delays in one project can impact the overall programme.

Solution

Each store refurbishment is tailored to specific requirements. Typically, Hurst delivers:

- » High-efficiency LED lighting, data cabling, fire alarm systems, ceilings, wall cladding, carpets, and full decoration to match corporate branding.
- » Upgrades to shop frontages, customer and staff facilities, and installation of electric vehicle charging points.
- » Supply, installation, commissioning, and maintenance support for Dreams' exclusive Sleepmatch technology.

By maintaining a structured yet adaptable approach, Hurst continues to be a trusted partner in Dreams' expansion and store enhancement programme.

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Hurst have played a key role in modernising our stores and distribution sites, delivering high-quality refurbishments with efficiency, agility and professionalism. Their proactive approach to project management and ability to adapt to our needs have ensured smooth and timely completions. We appreciate their dedication to each and every store and look forward to continuing our longstanding partnership.”

Joel Shine
Projects Controller,
Dreams Ltd



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