

# Project:

## IKEA, Oxford Street

**Client:** IKEA

**Location:** London

**Sector:** Retail



### Contact

[sales@thehurstgroup.co.uk](mailto:sales@thehurstgroup.co.uk)

[thehurstgroup.co.uk](http://thehurstgroup.co.uk)

01274 711280





## Brief

Hurst were appointed to deliver the retail fit-out of IKEA's new flagship store on Oxford Street. The project involved the retail transformation of a Grade II listed building, with works spanning the ground floor and two basement levels.

With a long-standing relationship and a strong track record of successful projects together, Hurst brought the experience and capability needed for this high-profile fit-out.

## Result

Hurst transformed the retail areas, delivering the designer's vision to a high standard and in line with the programme.

The resulting space reflects the brand's signature design, and has been successfully received by the client, project partners, and the wider public.

## Scope of Works

- » Installation of all new flooring throughout sales and back of house areas
- » Full lighting and electrical package
- » Installation of all joinery and racking systems
- » Full internal decoration including signage and client branding







## Challenges

Delivering a comprehensive fit-out within a listed building on one of London's busiest high streets required meticulous planning, coordination and execution. The single small loading bay meant deliveries had to be carefully managed with the main building Principal Contractor to minimise disruption, while preserving the building's heritage.

Site constraints also required practical adjustments to the design, which Hurst resolved on site, maintaining quality and progress.

## Solution

Working in close coordination with IKEA's design team and McLaren Construction, who led the wider building redevelopment, Hurst ensured smooth integration of their works within the overall programme.

Managing the final phase as Principal Fit-Out Contractor, Hurst delivered new decorative flooring throughout, completed all retail electrical and lighting installations, and managed the installation of bespoke joinery and display racking systems. Full internal decoration was carried out, including client branding and signage.













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#### Contact

Head office: 01274 711 280  
[sales@thehurstgroup.co.uk](mailto:sales@thehurstgroup.co.uk)  
[thehurstgroup.co.uk](http://thehurstgroup.co.uk)

Aynsley House  
Common Road  
Low Moor, Bradford  
West Yorkshire  
BD12 0UF

