

## Persora

**Client:** Persora

**Location:** Pershore, Worcestershire

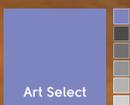
**Specifier:** Persora Ltd.

**Contractor:** Pershfloor Design

**Area:** 150m<sup>2</sup>

**Products:** Summer Oak RL02

**Sector:** Retail



Summer Oak RL02



Embarking on an incredible venture, co-owners and sisters, Aimee and Sasha Hyde restored and transformed a long-term vacant Grade II Listed Georgian property into a striking retail space and art gallery, called Persora.

Opening its doors after six months of precise and careful repair work, the pair brought this historic building back to life. The unique space required a floor design which would not only complement the décor and period of the property, but also withstand the demands of a retail environment. They found the ideal solution in Designflooring's Art Select Summer Oak.

When asked what attracted them to Designflooring for this particular project, Sasha stated: "It's such a versatile and durable flooring option with a wide range of colours and textural designs, we knew we'd find the perfect style to pair the interior decor of Persora."

Along with making sure the flooring was sympathetic to our design, and of course the fact that the property is Grade II Listed, we were also faced with making sure it could cope

with the hustle bustle of shop life - from foot traffic to stock deliveries and late night antics of rearranging our visual displays, it needed to be hardwearing, easy to clean and simple to care for."

With so much natural light entering the room, paired with the bright colour scheme, the floor needed to ground the décor, as well as bring warmth to the 150 square metre retail space.

"We loved the golden hues of Summer Oak so much and it worked so well that we actually used it for the base of our window fronts too. Thankfully it turned out to be a perfect solution as we regularly change our displays and we needed a base that would host an array of schemes, plus be a quick clean – pretty much a wipe and you're good to go," added Sasha.

Asking if many of customers had commented on the floor, Sasha's response was: "Everyone comments on the floor, with many people admiring the colour and the distinctive oak design."



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