

The
CAFE: BAR
by BENUGO



combined with a fashion offer that includes sought-after brands such as Finery, Hush, Michael Kors and John Lewis's own label Modern Rarity, it makes the shop an enticing fashion and beauty destination.

"The brands we've been able to attract at Chelmsford make it really exciting and to have them all under one roof is fantastic," Laura says. "Across the shop the combination of brands and services really encourages customers to explore our offer."

Shopping, these days, is as much

about the experience as it is about filling your basket and Chelmsford's got a strong focus on services. It's the first shop in its format to include a Kuoni travel concession, which, at Chelmsford, is complemented by a Bureau de Change.

A meal with a view

In its catering offer, as well as a state-of-the-art Place to Eat, Chelmsford's also the first shop to include a luxurious Café Bar by Benugo, where the Prosecco will be flowing on tap all year round, says

Gavin Aurokium, Operations Manager, EHT and Catering, whose previous experience includes 14 years at John Lewis Oxford Street. "It really is a cutting edge shop. Customers can pop in for a coffee and a sandwich, but our bar offer really gives us the edge over competitors," he says. "There are very few retailers around Chelmsford who can match that and offer views across the river Chelmer."

Expert Partners will also be offering Chelmsford customers advice and inspiration through advisory services in Home, Nursery and Fashion.

ABOVE: Chelmsford is the first shop with a luxurious Café Bar by Benugo; customers were eager to explore the shop's brands and services; **ABOVE RIGHT:** Melanie Baldwin, Home Design Stylist

Melanie Baldwin has joined the Partnership as a Home Design Stylist. After a background in running her own made-to-measure home furnishings business, Melanie will be working in the branch's Home Hub. "I anticipate the Home Hub is going to be a very busy department," she says. "There are a lot of beautiful homes in Essex that need us and we're delighted to be here." 



'THE BRANDS WE'VE BEEN ABLE TO ATTRACT AT CHELMSFORD MAKE IT REALLY EXCITING'

Laura Rawstron, BM, Chelmsford



**JL CHELMSFORD:
THE ESSENTIAL FACTS**

29.10.2016

Opening date

300

Number of Partners

65,000

Number of product lines across Home, Fashion and EHT

£18m

Investment in the shop

£499

Price of the first item sold: a Sage by Heston Blumenthal coffee machine