

KSF

Global

CASE STUDY

Farrow & Ball

How we created a window display for deployment in Farrow & Ball stores nationwide



Case study

Introduction

Farrow & Ball is an iconic, world-renowned British company that produces premium brand paints. Its paints have an eco-friendly water-based formula to create beautiful and sustainable interiors effortlessly.

Each shade is created at Farrow & Ball's production plant in Dorset, England. The paints begin life with the finest responsibly sourced ingredients, in a process that has been perfected over 75 years.

The company has showrooms in carefully selected locations across the world, with 32 in the UK, 6 in France, 5 in Germany, 15 in the United States, and 1 in Canada.

The Problem

The client wanted a premium finish window display that showcased its 'Curated by Liberty' range. The new campaign features a curated collection of F&B paints and Liberty fabrics.

1. The window displays needed to be rolled out to all stores globally, to ensure brand consistency and highlight the superb, high-quality finish of its paints.
2. They wanted to outsource the development, production, distribution, and installation of its window displays to a single provider.

Products installed:

- / Lightweight window display cubes.
- / Plinth, chair, and table furniture window display.



The Brief

The brief provided was clearly defined around two key criteria:

1. Create 'window kits' for their retail locations as a turnkey solution for their in-store window displays, worldwide.
2. Support local branches with the final arrangements for their window displays.

The Results

The project concept involved window displays that comprised lightweight display cubes containing the latest paint range and coordinating the Liberty fabrics. The paint tins also featured a print of the fabric pattern.

Some stores also opted for a more elaborate display with a furniture arrangement. This included a plinth, a chair, and a table that showcased the fabrics on cushions and a footstool.

The client provided the creative and generated the final artwork, while we worked on store window-specific kit lists, supplied by the client.

The production requirements were finalised based on the store kit listings, and then we handled all shipping logistics, customs, and duties requirements for the clients' stores across the EU and North America. This included managing all customs and duties requirements, which was not an insignificant task.

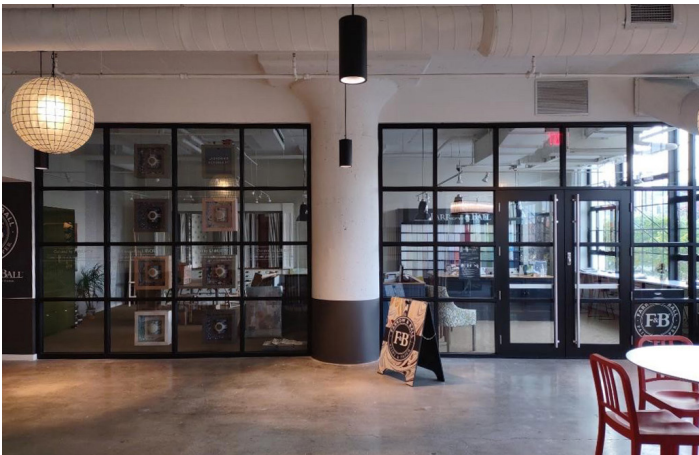
We managed the project from concept to completion, alleviating the burden of project management and allowing the

team to focus on the strategic and creative direction of the launch.

Our client was delighted with the window's look and feel, which was impactful and successfully delivered on the creative intent.

Project timeline from start to completion:

Project timeline from start to completion:	
Tendering Stage	June
Prototype Order	July
Prototype Manufacturing	End of July
Production Order	End of July
Manufacturing	August to Mid-September
Installation	End of September to Early October



Why KSF Global

As this project demonstrates, we're always available for our clients, providing hands-on, proactive support at every stage. We help our clients achieve faster approvals, easier rollouts, and more effective in-store visibility by adapting to their goals and challenges.

- / Flexible and proactive: We adapt to changing costs, timelines, and logistical needs.
- / End-to-end support: From materials to market, we stay involved.

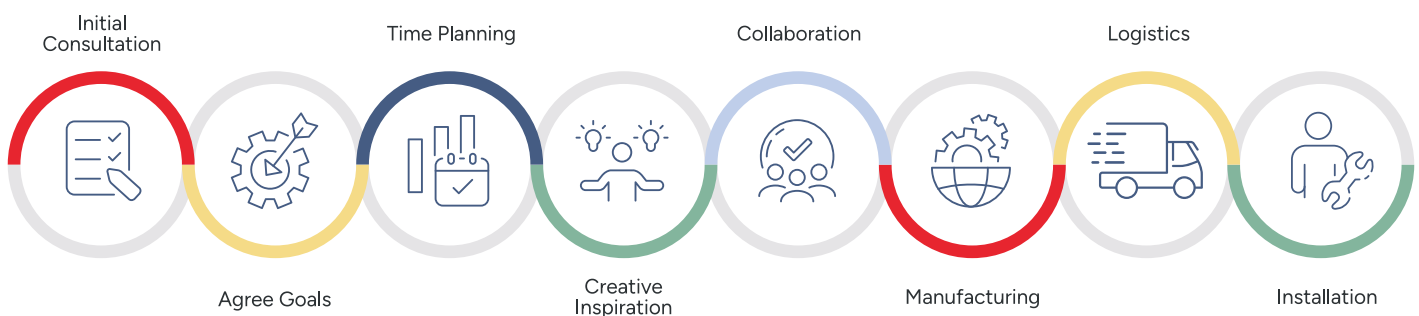


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals to create happy customers.



Start Your Journey Here

Our process supports you from initial idea to final installation, providing a complete solution that ensures a seamless experience.



Find out more

Set up a meeting with our team to see more of our work and discuss your project:



UK: 0044 8450 944 699
China: 0086 592 582 5201
USA: 01 888 439 0008

sales@ksf-global.com
ksf-global.com/contact