The Superbrands Department at Selfridges
London, England
David Adjaye, Architect

ISSUES
• Creating a new, high-end designer retail experience within the existing flagship Selfridges department store.
• Choosing beautiful, durable materials that will meet precise aesthetic and architectural requirements of creating an indoor urban marketplace.
• Designing a functional space in a high-traffic environment while satisfying the tastes of sophisticated shoppers.

CHALLENGES
• Selecting versatile materials that could be used on the floors, walls and ceiling to create a dramatic tunnel entranceway.
• Choosing surfaces that offer vibrant colors, unique textures and finishes.
• Finding durable, practical design elements that provide the luxury and style necessary for a fashion-forward environment.

SOLUTIONS
• A blend of exceptional strength and brilliant visual attributes, Zodiaq® met the extreme design specifications of a high-fashion, high-traffic tunnel and walkway.
• Stylish Zodiaq® offered consistent, intense color and high-gloss luster—while its natural quartz crystals added radiance and light play.
• Versatile Zodiaq® surfaces captured the attention of upscale customers by creating a vivid, dynamic red entryway—covering the walls, floor and ceiling—of this unique urban market environment.

BENEFITS
• With distinctive crystals and an extensive color palette, Zodiaq® provides added depth and reflective qualities enhancing most any high-impact design.
• Zodiaq® resists chips, cracks, scratches and stains and requires no sealants or treatments, offering durability in high-traffic areas as well as low maintenance.
• Zodiaq® is versatile and unique. It can be used as flooring, wall cladding and ceilings, among many other applications, and complements a variety of other design materials.

PROJECT COLOR:
Zodiaq® Indus Red
The beauty of Zodiaq® in retail environments.

From fashion-forward boutiques to high-traffic shopping centers, Zodiaq® brings both sleek style and functionality to any retail environment. Zodiaq® is a unique blend of superior aesthetics and performance. With natural and intense colors, distinctive quartz crystals and exceptional strength and durability, Zodiaq® meets the demands of retail spaces beautifully.

Discover the many great retail applications for Zodiaq®:

- Service counters — transaction and reception
- Display shelving
- Countertops
- Wall cladding
- Corridors and entranceways
- Elevator walls
- Restroom vanities and partitions
- Molding and wainscoting
- Dressing room partitions

Zodiaq® is...

**DURABLE**
Made from 93% quartz — one of the hardest materials in nature. Resistant to scratches, chips and cracks

**STAIN-RESISTANT**
Stains can’t permeate the dense, nonporous surface and are easily removed

**HEAT-RESISTANT**
Meets industry standards

**HYGIENIC**
Nonporous, so it doesn’t support the growth of mold, mildew or bacteria

**LOW MAINTENANCE**
Does not require periodic sealing to retain its stain resistance and polished finish

**CODE COMPLIANT**
NSF/ANSI 51 Certified for food contact for all food types and Class 1 (Class A) fire rated

**RADIANT**
Quartz provides unique depth and shimmer

**STYLISH**
Available in 29 colors with distinctive textures and tones

the perfect surface for retail environments.