

# 10 Years of Retail Store Insight: European-Wide Survey Delivery for Polo Ralph Lauren

Acting as surveying partner supporting PRL's development of their European store concessions, CADS initially undertook 255 surveys in 25 European countries in 18 months back in 2016. Retail as-built surveys continue to be commissioned over 10 years later.



## Survey partner supporting development of European concessions

From its head office in New York Polo Ralph Lauren (PRL) operates over 490 retail stores and over 580 concessions at approximately 260 retail locations throughout Asia, Australia and Europe.

PRL sells a range of apparel, accessories, watches, jewellery, perfumes and home products under the brands Ralph Lauren, Polo, Double RL and Denim. These are sold in store and from various e-commerce sites.

In 2016 PRL approached CADS to assist with the development of its European concessions. They wanted a retail survey partner to capture specific information about the proposed location of concessions. This information would enable each individual brand project manager to accurately design and deliver the fit out of those concessions within a tight timescale.

## Delivery of consistently accurate survey data within two week time frame

With the retail concession surveys commissioned by one of four project managers based in New York, CADS was challenged to visit each location to capture the required information and deliver it back to PRL within a two week time frame.

The surveys were commissioned as a response to the opening of a new concession, an instore change in location or an increase / decrease in the concession floor space.

All information pertinent to the fit out of the concession and its on-going operation had to be captured and supplied in a consistent format. This information was then used to order the shop fitting and display equipment and ultimately used by the shopfitters in the fit out process.

# 10 Years of Retail Store Insight: European-Wide Survey Delivery for Polo Ralph Lauren

Iain Tubby, CADS Survey Services Manager explains:



**"In 2016, this intensive programme involved 255 retail concession surveys in 25 European countries in 18 months, with each survey completed and data delivered back to Polo Ralph Lauren within two weeks of the commission. Retail as-built surveys continue to be commissioned for PRL over 10 years later."**

## **Excellent organisation and communication are essential for success**

Given the quantity and diversity of locations, organisation and communication were the two key elements of this project. From confirmation of a site location our Principal Surveyor made contact with the Retail Store Manager to verify that the concession location was in the correct condition for a surveyor to visit.

The precursor to the change in site location or size is often construction or refurbishment work, so it was essential that this work was completed before the site survey took place. The retail survey consisted of a floor plan, a reflected ceiling plan, internal elevations and a photo location plan.

Once these had been created the quality and accuracy of information was verified by our Principle Surveyor before issuing to PRL.

## **255 concession surveys in 25 European countries in 18 months**

In 18 months CADS surveyed 255 store-in-store concessions in 25 countries throughout Europe in 2016. Each survey was completed with the required information supplied to Polo Ralph Lauren within a 2 week period of receiving the brief. We have in place a multi-lingual team of surveyors and have reproduced PRL's survey specification in five different languages.

The required information included a floor plan, reflected ceiling plan, internal elevations and the route from the store loading bay to the concession location. All information was supported by photographs referenced to the floor plans and elevations.

There was also a checklist that needed to be completed including details about the loading bay, the electricity supply and various other elements that are required by the project manager to facilitate the fit out.

## **Over 10 years of as-built retail surveys for Polo Ralph Lauren**

Polo Ralph Lauren has continued to commission CADS Surveys retail surveyors to conduct as-built surveys following store fit-outs and new store development programmes. These surveys have been carried out over several years, including in 2022, 2023, and 2024, at European locations such as Gothenburg and Paris.

## **Ready to get your project started?**

Call  
**+44 (0)1493 440444**

Email  
**[sales@cadsonline.com](mailto:sales@cadsonline.com)**