

## Beyond the Valley

Winners of the 2007 UK Cool Brands Award, the Beyond the Valley store in London's fashionable Newburgh Street stocks some of the most original and unique products around. More than a store the Soho boutique has also hosted exhibitions by up and coming young designers, iconic photographers and some of London's top creative talent.

### The Brief:

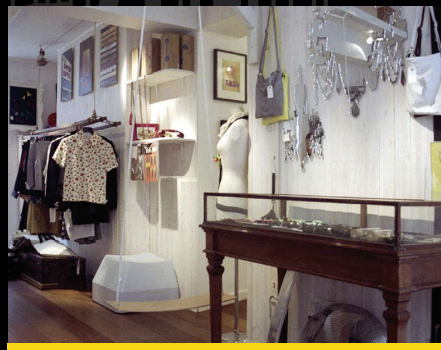
'i-am' were approached to help Beyond the Valley further develop the quality of their customer experience to match their unique and eclectic retail proposition.

### The Solution:

'i-am' conducted a series of workshops to map out all Beyond the Valley products and services. 'i-am' then created and documented bespoke strategies for both their retail presentation and associated POS communications.

### The Results:

The Beyond the Valley team are very passionate about the brand they have created and the recognition they have achieved for their efforts. With the help they received from 'i-am' they now have a defined strategy on how to deliver a better experience to their customers which will help them to improve results in terms of sales.



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