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Metallic makeover for Real Clothing in Southwell with 3M™ DI-NOC™ Architectural Finishes.

Real Clothing is an independent fashion retailer based in Southwell, Nottinghamshire. Owned by Rupert and Lucy, the company sells a range of designer brands sourced from the UK and Europe from two shops in Southwell and an online store.

After receiving no attention for 14 years, the couple felt that one of their physical stores was looking tired and in need of a facelift to match the appearance with the premium brands they sell.



As Rupert explains, “when the shop first opened, we spent a lot of money on fixtures and fittings, solid wood counters and shelving that was great quality but started to look tired after years of use.”

They approached 3M™ to discuss refitting the store using 3M™ DI-NOC™ finishes so they could recycle some of their existing furniture and avoid unnecessary waste going to landfill.

After choosing their finishes from the over 1,000 patterns available, a local installation team from Aura Graphics renovated their shelves and window display and repurposed the sales desk with 3M™ DI-NOC™ Architectural Finishes ME-2025 - a metallic finish which contrasted well with the store’s wooden floor and complemented the clothing and accessory collections sold by Real Clothing.

“DI-NOC finishes has really rejuvenated the old furniture in the shop”, says Rupert. “It was a good way to recycle and reuse what we already had rather than throw things out, and bring the shop back to life.”

“We thought the pattern options available were incredible”, says Lucy. “When I was presented with the pattern book I couldn’t believe how many different textures, colours and styles there were to choose from. It felt like being in a sweet shop to start with, then I nailed it down to what I thought would work with the look of the shop.”

The finished result has brought a whole new atmosphere to the store that matches the premium products they sell without needing a full refurbishment. Being able to reuse the original furniture allowed them to significantly minimise downtime and the amount of waste created.

“I’m absolutely delighted with the result”, says Lucy. “I was amazed at how quickly the application process took place; the operation went really smoothly. It was all done and dusted in one day, which allowed us to reopen quickly.”

3M™ DI-NOC™ Architectural Finishes come in a range of over 1,000 realistically textured and patterned finishes, including natural materials like wood and stone. Easy to clean, they maintain their high-quality appearance for up to 12 years, and if the surface does get damaged, it can be easily patch-repaired without needing to replace the entire finish or fitting, saving time and money.

Quick and easy to install, DI-NOC™ finishes don’t require specialist tools, equipment or chemicals. To find out more and request a free sample go to www.3M.co.uk/architectural

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