



## KEY FACTS

### Jagged Edge Barbers Pod, UK

- One-storey
- Repeatable programme
- Four-hour site programme.

# A cut above the rest for leading barber brand

## THE BRIEF

Having been at the forefront of men's barbering for over 13 years, Jagged Edge were looking to extend their brand. They needed a range of flexible kiosks to be installed across a variety of Sainsbury's supermarkets and retail parks.

## THE SOLUTION

The single storey modular pods called for repeatability and reliability to ensure they could be manufactured and delivered when required.

Tasked to deliver the new Barber Pod concept, we got to work on the innovative design and worked closely with the client to utilise specialist PremFrame systems, providing a truly bespoke solution designed to mirror a barber shop layout with designated areas for chairs, mirrors and storage. We also incorporated an innovative solution to overcome the lack of water supply to each pod.



# Innovation Collaboration Expertise



## THE CHALLENGES

- Brand continuity and repeatability of design was of high priority to ensure the Jagged Edge pod was easily recognisable to shoppers
- Located in busy shopping destinations, the team were required to deliver the pods within strict timeframes
- A lack of a mains water supply.

## RESULTS

Working alongside the Jagged Edge team, Premier designed and developed a bespoke module which could be constructed and installed within four days. The pods incorporated four different styling areas alongside four internal single drawer base units, allowing for plenty of space for customers and storage.

Reduced installation time was credited to Premier's unique chassis system, allowing for a pod to be installed on-site within two hours.