



Topps Tiles unveils its next-generation flagship store today in the UK, the first of its kind to feature an 'Inspiration Centre', designed to bring together creative interior design, expertise and an interactive shopping experience.



The new store, in Milton Keynes, Buckinghamshire, will offer an improved shopping experience through the consultation space offered by the Inspiration Centre and designated information points for projects including under-floor heating, wet-rooms and natural stone. The overall layout of the store has also been redesigned to ensure consumers can easily navigate between the extensive range of tiles, natural stone, mosaics, porcelain and wood. The new flagship will also feature Topps Tiles new Boutique Collection bringing together carefully selected and crafted tiles from all over the world.

To coincide with the launch, television presenter and celebrity interior designer, Julia Kendell will be on hand to offer advice and suggestions to anyone preparing to revamp their properties. The 'DIY SOS' and '60 Minute Makeover' presenter will be sharing her favourite designer tips and showing consumers how they can affordably attain their desired look through the creation of 'mood boards' and an innovative online tile visualiser.



To mark the occasion visitors to the opening will be afforded the chance to win a room in their home professionally styled by Julia. One lucky winner will receive a unique, personalised mood board created by the interior designer as well as recommendations on style and colour schemes, along with a £500 Topps Tiles voucher and £500 Next Home voucher to being the room to life.

The local community will also be benefitting from the opening with Topps Tiles offering brand new kits to two local under 18's youth football team from Milton Keynes in a sponsorship that coincides with the company's ongoing community relations programme.

Source: Jonny Williamson – Retail Digital

<http://www.retail-digital.com/stores/topps-tiles-offer-an-improved-interactive-experience>

To see a full set of pictures from the new store, as well as commentary and opinion from Insight become a subscriber today at <http://www.insightdiy.co.uk/subscribe.asp>