

Mount Anvil

Showhouse

January 2012



Retro showhome

Who would have thought of installing a 'second-hand' show apartment – with charity shop finds – in a new development? Well, Mount Anvil's the culprit with what has to be the first vintage showplace at its Central Square scheme in London, EC1. The idea came about when Mount Anvil wanted Central Square to appeal to widely diverse groups, says Lynda Catt, head of marketing at Mount Anvil. "We're so close to both Clerkenwell and the City, our target audiences are very different, from a broad mix of City workers to creative types."

So, Mount Anvil chose two show apartments, the first a typical minimalist design you'd normally associate with a new scheme, while the second was something edgy with bursts of retro colour and a mix of vintage finds. Catt likens it to an art installation.

Helen Fewster from interior design company Suna (www.sunainteriordesign.com) admits it was a brave love-it-or-hate-it Marmite risk moment for Mount Anvil to opt for a real statement piece with no bounds. "We really went to town and personalised it as if someone was living there and

collecting items over time." Suna's touches included patchwork materials, little flashes of neon, books scattered on a coffee table – "not lined up in rows of threes" – a handcrafted walnut chair, quirky bulldog light and old frames from charity shops on the bedroom wall. "The environment's important – it's where you go to after work and reflects who you are," she adds. Mount Anvil selected this eclectic idea from pitches, choosing a concept from marketing agency Me and Dave (www.me-and-dave.com).

"We wanted a different marketing approach – fully integrated but flexible – and Me and Dave's idea clearly stood out," notes Catt. Other items in the campaign were small Local Life brochures in sharp-looking tins, as well as the strapline: 'your sanctuary in the city'. The idea was run across every element from advertising to brochures, online and in the marketing suite, "keeping the whole customer journey continuous".

Launched only three months ago, 85 per cent of the first phase has already been reserved, proving that the charity shop zeitgeist is no second-run idea.



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