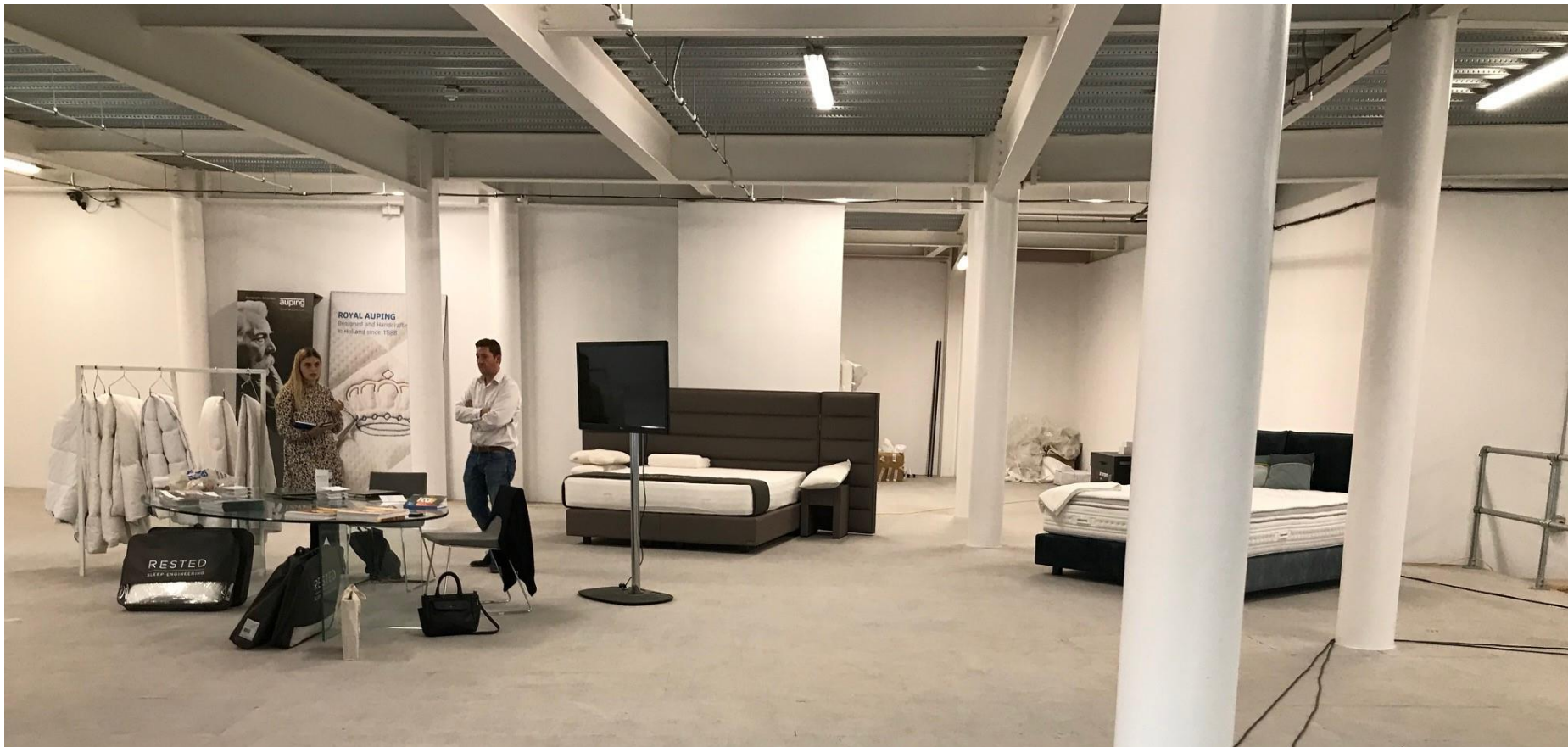


1-5 Kings Cross Bridge, 281 Pentonville Road and 368 Grays Inn Road, N1 9NW – Photographs of Shop Use in August 2021



The shop displayed merchandise for sale from the range of products sold by Rested and members of staff were present to meet customers, discuss items and complete sales. Merchandise for sale included items such as bedding that a customer could walk out of the shop with following purchase (left, top and bottom).

The shop's trading hours were clearly displayed at the entrance (above)



A number of displays of items for sale were provided within the shop unit. This were set out for viewing internally (left) but also to provide visibility to potential passing customers through window displays (below, left and right)





The entrance to the unit on Kings Cross Bridge was clearly signed and Rested branding was prominent at the main entrance together with the shops trading hours (left).

Although the secondary entrance to the shop on Pentonville Road was not used by Rested, clear signage was erected that directed passers-by to the main entrance. The shop's trading hours were also displayed on the Pentonville Road elevation (below)





Significant branding and signage for Rested was placed around the unit which included clear information on the range of products available to purchase including beds, mattresses, pillows and duvets (left)

The range of products on display was also clearly visible on all sides of the unit making best use of the significant windows that wrap around the unit (below)

