Corr BLIMEY!

Hobbycraft

Big on creativity. Smaller in footprint.

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We reimagined Hobbycraft for a new generation of locations, taking the much-loved brand from large retail parks into smaller, more accessible spaces including high streets and garden centres.

The challenge was simple: make less feel like more. With fewer SKUs and a tighter footprint, we created a flexible merchandising system that packed in product, discovery and visual theatre without creating clutter.

At The Bell Plantation, the architecture itself shaped the experience, using the building's existing structure to create a natural journey through the offer. The result is a more compact Hobbycraft that feels anything but compromised **– less space, fewer SKUs, just as much inspiration.**











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