

Drinkers get designs on Dimplex fires

There's a sophisticated new look in national pub chain Slug and Lettuce, thanks to a multi million pound refurbishment programme with designer styling and the introduction of Dimplex Optiflame® electric fires for the first time.

Award winning design specialists Plumtree Mee were appointed by the Laurel Pub Group, to re-design and oversee the management of an updated style for 50-plus branches of Slug and Lettuce nationwide.

The design brief was to introduce warmer colours and upgrade the sophisticated ambience of the bar environment and to help achieve this, Dimplex SP4 wall mounted fires have been introduced to selected feature walls.

As specialists in the design of commercial environments, particularly in the restaurant and leisure sectors, the Leeds-based design house looked for products that would introduce extra 'life' to the interior and Dimplex fires met all the specifications.

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Client

Laurel Pub Group

Products

Dimplex SP4
Wall mounted fire

Partners

Plumtree Mee

Plumtree Mee designer Katie Stammers explains: "Retail environments are not only about function but also about fashion and that can be a challenging brief for us to fulfil. In the Slug and Lettuce, we ensure not only that the products look good but also that they will withstand the rigours of a busy environment and most importantly, be safe. Dimplex fires, for us, tick all these boxes," she says.

The Dimplex SP4 fires have been introduced into feature timber walls, many of which are adjacent to casual seating and lounge areas. The fires are used as decorative focal points, with the award winning flame effects giving the impression of a real log burning fire.

As the fires are electric, there is no need for a chimney or flue and it's enabled the designers the freedom and flexibility to incorporate a fire feature onto interior dividing walls.

The national refurbishment programme started last year and has introduced a softer design direction, with seating areas designed for small groups and a warmer palette of colours throughout, highlighted by sophisticated mood lighting.

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