

## Global Design Firm Offers New Design Approach

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**FITCH design firm focuses on building creative design spaces from the ground up.**

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What do Sushi Roku at the W Hotel and Sauce at Bar North have in common? Well, both spaces were designed by the international design firm, FITCH. Headquartered in London, UK, with a branch in Scottsdale(that boasts a double-decker bus in the Scottsdale lobby), FITCH has functioned as the end-all be-all in retail and restaurant design for more than 30 years.

"We've got literally hundreds of projects all over the Valley," Larry Stewart, General Manager of Scottsdale says.

Unlike most design firms that focus on one type of design, whether it be architectural or interior, FITCH focuses on two main types of design spaces: retail and restaurant, and oversees every step of the space's creation.

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"We have a branding, communication, visual design, architectural design, and hospitality design department," Stewart says, "And we create new environments and spaces for some of the most recognized retailers in the world.

Some known projects in the Valley include Fox Restaurant Concepts, Scottsdale Quarter, and Scottsdale Fashion Square, to name a few. They are also licensed in all 50 states as well as some provinces in Canada, and have designed local spaces outside of the retail and restaurant sphere.

FITCH serves its clients by creating unforgettable spaces for them to serve their customers. "At the end of the day, it is all things related around the consumer," Stewart says, "but we don't forget the company and [their desire by] making customers come back over and over."