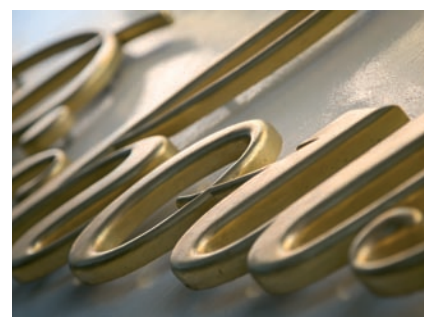
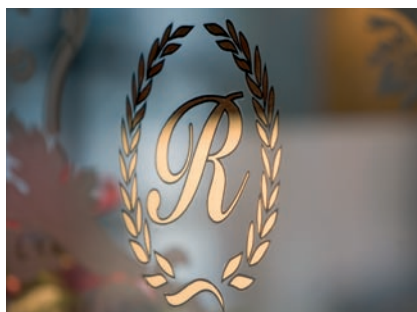


Castleton and Richoux

Signing the way to increased business



Originally a patisserie and confectioner, Richoux has been part of the London scene since 1909. Today, there are four exclusive Richoux restaurants, in four prestigious locations: Mayfair, Knightsbridge, Piccadilly, St. John's Wood.

The Services

Castleton has worked with Richoux for over 25 years. During this time we have witnessed changes in ownership and management, worked with various design agencies, and seen the company evolve and grow into the exclusive restaurant business it is today. We continue to act as their preferred signage supplier, engaged right from the outset whenever the brand is revitalised and signage requires updating.

Our most recent assignment involved the refurbishment and re-signing of all four sites to agreed specification, budget and timescales.

We worked closely with Richoux design consultants on the creation of an internal and external signage scheme which would reflect and enhance the prestigious Richoux brand. We then proceeded to manufacture and install all signage, coordinating various trades on-site, and managing the project to minimise disruption to the business and its clientele.

The Benefits

Over the years, Castleton has developed an in-depth and unique appreciation of the Richoux brand and its market position. In the latest brand refresh, we combined traditional signcraft (gilding, hand signwriting and glass work) with contemporary materials (neon and stainless steel) to achieve an opulent, luxurious look, yet with a fashionable, modern-day appeal.

The refurbished restaurants have been extremely well received, by client and customers alike. Richoux has also attributed increased business and footfall directly to certain elements of the signage programme.

The Products

- Fascias
- Shopfronts
- Illumination
- Pavement signs
- Menu boards
- Projecting signs
- Glass gilding
- Individual letters
- Neon
- Glass manifestations