

The Dynamic Approach

TED BAKER FLAGSHIP STORE, AMSTERDAM



A ONE-OF-A-KIND COMPANY IN ITS FIELD, DYNAMIC RESOURCES GROWS FROM STRENGTH TO STRENGTH, RISING TO ANY CHALLENGE WITH A CUSTOMER-CENTRIC ETHOS AT THE HEART OF EVERYTHING IT DOES. RLI SPOKE TO MANAGING DIRECTOR GERRY WALSH TO FIND OUT MORE...

Founded in 1994 and specialising in the project management and execution of store fixture, visual, and branding initiatives, Dynamic

Resources has successfully implemented tens of thousands of projects around the world. Whether a client has two or two thousand locations, the company possesses the knowledge and experience to guarantee that projects are executed flawlessly.

From field site surveys to fixture installations and from graphic change-outs to on-going maintenance programs, Dynamic Resources offers an array of services designed to ensure the successful presentation of any retail environment. These include full architectural services, site surveys, graphics, maintenance, shop-in-shop projects, full store construction, logistics or training. It specialises in multi-store roll-outs, with the ability to have multiple crews working simultaneously around the world.

Operating across the globe, the

company counts Ted Baker, Calvin Klein, Tommy Hilfiger, Ralph Lauren, Coach, Nike, VF Corp and the largest tech company in the world amongst its clients, truly understanding what it takes to service a global client base.

Over the past 12 months Dynamic has continued to evolve successfully with its large growth. While clientele and employees have expanded, the company's success remains the same due to the fact that, in essence, its Project & Account Managers continue to manage projects with the same consistent service, without watering down success.

"We are never too busy for the people who matter most – our clients," says Managing Director Gerry Walsh. "Following the opening of a new Design Studio, which currently employs 15 architects, we now offer full architectural services."

Dynamic's Retail Academy is also going from strength to strength, producing multilingual training videos for clients' contractors: "The participation of

clients and contractors, together with technology, has led to video training being so successful," he adds.

Dynamic Resources is certainly a proactive company, and Gerry Walsh was recently invited to be a keynote speaker at the Lego Global Summit in the US. Dynamic also hosted a rooftop event in London as part of the PRSM Conference in September, for clients, retailers and vendors throughout the US and Europe.

The company is working on a global roll-out for Ted Baker and has also recently completed store constructions for the retailer in Amsterdam, The Netherlands, Vancouver and Toronto in Canada, Malibu, Melrose in California and Hawaii. It has also recently completed a full store construction for Joe & The Juice in Grand Central, a new premium shopping mall in Birmingham. The company is also managing a roll-out for New Look in France having completed Clermont Ferrand and Meaux. A new client, All Saints has given Dynamic the opportunity to manage its recently-added accessories roll-out in both Europe

TED BAKER FLAGSHIP STORE, VANCOUVER, CANADA



LEGO 24, CAPE TOWN, SOUTH AFRICA



VANS - CASTEL GUELFO - ITALY



CALVIN KLEIN, VALENCIA, SPAIN

and North America.

In addition, the company has also completed a shop-in-shop installation for one of the most iconic British luxury brands in Printemps, Paris and continues to serve one of the world's largest technology brands globally.

The company has several global roll-outs ongoing across Europe, North America and Asia, as well as managing a roll-out for VF Corp across Europe, both of which are expected to continue in 2016.

Whilst constantly assessing new markets, Dynamic is currently developing its network in Tehran, where the company has employed a number of local staff to aid it in its transition. It is also in the process of preparing networks for both India and China.

"We are assisting clients on a global level who are gaining a foothold in new territories, opening several new stores in New York City in early spring and also Paris, Sydney and Tokyo," says Walsh. "As you can appreciate, every client is just as important as the other. We maintain the same level of service and excitement throughout."

Dynamic have a very loyal client list which he believes is due to the relationships they have with the company's Project and Account Managers, who oversee practices and procedures. The key strength is communication.

"It's the fact that we care and treat every job as our own which has led to the success of these partnerships," he adds "We like to

think that we act and behave as part of their team when needed and feel that we are almost an extension of the client's business."

Indeed, Dynamic's most important investment appears to have been in its employees. It has developed a fantastic team, enjoying 30 per cent growth this year. "Some may say it was the coffee machine that was the most important investment," Walsh smiles, "but I would also say it's the technology that we are currently investing in; if we did not continue to evolve with it then the business would have been left behind."

Dynamic's key strengths and successes to date are its approach and the ability to manage projects from fixing a broken lightbulb to completing a flagship store in Hawaii. At present, the company is a one-of-a-kind in this market and Walsh looks forward to continuing to be as successful when entering into new territories and services: "We are always open to a challenge!

"We look forward to the coming year and continuing to grow hopefully in Asia and beyond! We are excited about the future as the company is growing extensively in both EMEA & North America," he concludes. "Our biggest challenge hasn't been met yet but sometimes the smallest request can develop into something bigger. It is then that we will rise to the challenge and approach it as we approach every other project - with care and a consistent level of service!"



LOUIS VUITTON, BROWN THOMAS, DUBLIN, IRELAND