



CASE STUDY

BETTERIDGE - VAIL, CO

Overview

Located in the heart of Vail, Colorado, the Betteridge Vail store represents the pinnacle of craftsmanship and design. Completed under an aggressive timeline, the project was a seamless collaboration between millwork fabricator Gilbert and architects Neuman and Rudy. The store opened in December 2024, following a successful installation in November.

The Challenge

Betteridge Vail aimed to create a luxurious retail space that matched the brand's prestige and integrates seamlessly with its Colorado surroundings. The primary challenges included tight deadlines for fabrication and installation, ensuring high standards of precision and quality, coordinating complex millwork with architectural specifications, and managing offsite storage and daily transportation due to mall restrictions on deliveries.

The Approach

Gilbert worked closely with Neuman and Rudy to bring the design to life. Detailed architectural plans were translated into precise millwork drawings by Gilbert, who then fabricated the fixtures to meet both the aesthetic and quality expectations of Watches of Switzerland. Installation took place from October 28 to November 22, 2024, laying foundations for a flawless fit and finish.

Gilbert utilized an offsite facility for millwork to acclimate to the Colorado climate. A detailed transportation schedule was coordinated, with daily deliveries ensuring that materials arrived on time without disrupting the mall's operational restrictions. A dedicated logistics manager oversaw the operation, maintaining efficiency and preventing delays. Consistent communication with Neuman and Rudy allowed for quick design adjustments, ensuring the project stayed on track. Installation was completed ahead of Thanksgiving, providing ample time for final inspections and preparations.

The Result

The Betteridge Vail store opened in December 2024 to widespread acclaim, showcasing a sophisticated space that is iconically Betteridge and uniquely Colorado. The seamless integration of millwork with the architectural design created a luxurious retail environment, and the project was completed on time, enabling the store to capitalize on the holiday shopping season.



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