



Lacoste, United Kingdom



Fast Facts

Customer: Lacoste
Web site: www.lacoste.com
Country: United Kingdom
Industry: Clothing

Customer Profile

Lacoste is one of the leading French designer clothing companies with stores throughout the world. In every major city, Lacoste has a flagship store representing the best the brand has to offer.

Partners

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Digital Signage in Lacoste's Flagship Boutique in London

Lacoste attracts consumers to their new flagship store on Regent Street through state-of-the-art signage systems, using look-through holoscreens showing the latest Lacoste designs and fashion shows.

The Challenge

Lacoste unveiled their new UK flagship store on London's Regent Street in November 2004. Their aim for the refit was to update the fashionable boutique with a cool, contemporary design. And Lacoste were looking for new and creative ways to communicate with their customers, while staying true to the brand's heritage.

Solution

Sony designed a solution that would give the boutique a dynamic visual display that would integrate seamlessly with the new design. It includes three holoscreens - suspended glass panels that display rear-projected video that can be seen from both outside and inside the store. The screens show Lacoste's latest fashion shows, high-profile TV advertisements, archive photos demonstrating the brand's sporting heritage as well as in-store promotions.

Benefits Delivered

The holoscreens attract customers into the store and entertain them while they shop. And because they're transparent they complement the design, with curved, white walls, highlighted by recessed display units and cabinets in vivid orange, yellow and blue. Floor-level neon lighting softens the joining of walls and flooring.

Leading the interior design was Lacoste's creative director Christophe Lemaire. He worked closely with Christophe Pillet, a contemporary of Philippe Starck, and in collaboration with acclaimed architect Patrick Rubin.

"Imaginative forms of customer communication like these holoscreens are an important sales tool in a crowded marketplace. We find that customers are drawn to the images and often comment on them to our staff in store," said Richard Potzesny, Retail Director,

SONY



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Why Sony - Results

And Eric Siereveld, Retail Director for Sony Business Europe, commented, "Sony retail technology is leading the way for brands which are looking to reach customers in innovative and creative ways. These solutions demonstrate the power of new communication methods hitting our high streets and changing the shopping experience."

After a successful launch and many positive comments, Lacoste sees Sony holoscreens playing a big part in future store redevelopments throughout the UK, where there are currently more than 20 stand-alone Lacoste boutiques.

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