

The LIGANOVA touch

Stuttgart-headquartered LIGANOVA is counted among the major brandretail marketing agencies and mainly works for clients in the fashion & lifestyle and luxury goods sector. Founded in 1995, the company started off by organising national and international events and individual trade fair concepts. The initial exposure paved the way for LIGANOVA's current strategic orientation as a specialist for extraordinary and creative concepts at the point-of-sale. The company counts many leading international fashion, lifestyle and luxury brands among its clients including Adidas, Cartier, Hugo Boss, Levi Strauss, Tommy Hilfiger and Porsche Design. The Liganova team was down in Bangalore late last year for a visual marketing project preceding the launch of super premium lifestyle retail concept 'The Collective'. Here's a brief look at 'The Collective' project and some of the recent global window presentation concepts from the company.

The Collective



Location:

Bangalore

Services:

- VM Consulting, conception, implementation, and training for 3000 sqm shop
- Design & production of in-store islands for mannequins and special product features
- Organisation of the identity proposition and image campaign in cooperation with art director Marc Ascoli.

LIGANOVA not only developed the entire visual merchandising concept, but also implemented as well as created and produced in-store installations. Moreover, a three-day visual merchandising training was organised and executed for the visual merchandisers of "The Collective".

The brand retail specialists showcased four store levels, totaling up 3000 sqm, with the product range merchandised comprising

designers such as Armani, Hugo Boss, Mandarina Duck, Versace and other luxury goods labels.

In addition, instore islands were created as modular set-up by the LIGANOVA designers. The flexible units can easily be arranged on a monthly basis. A visual merchandising guideline book created by LIGANOVA finalised a perfect project.

JOOP!



Location:

Flagship store, Düsseldorf

Services:

Concept realisation, production and setup

"The man who fell on earth" was the theme of the global spring/summer campaign 2009. The collection was highlighted by subtle colour differences within the segments. The JOOP! Jeans window pops with the colour of the accessories and is in continual motion thanks to the use of projected video. Time-delayed monitors screen the current fashion shows.

Laurèl



Location:

Hamburg, Moscow, Dubai, Barcelona, Hong-Kong, Salzburg

Services

Design, conception, production and logistics

The world-wide window campaign for spring / summer 2009 plays with elements of the new Laurèl shop system. Key Looks, design moods and store architecture provided the inspiration for the shapes and colours.

High quality materials and organic shapes in combination with special surfaces express the classic elegance of Laurèl. Every window update provides an appropriate background to the corresponding collection theme, and therefore provides the optimal setting for the Key Looks.

Tommy Hilfiger



Location:

La Rinascente, Milan

Services

Conception, production and logistics

Famous Milan department store La Rinascente organised the Denim Mania Week from 14 – 29 March 2009, at which various well-known denim labels were allowed to exclusively promote their products.

For the event, the best-placed display windows immediately adjacent to the Galleria Vittorio Emanuele II and the Cathedral were used. The store launched a competition to decide which labels would be displayed there. Alongside labels such as Calvin Klein Jeans, Diesel, Fornarina, GAS, Lee, Levi's and NFY, Hilfiger Denim was also given the opportunity to present its products with an attractive display window concept.

As the denim offshoot of the Tommy Hilfiger brand, Hilfiger Denim has cultivated close ties with pop and rock music and their associated styles, evidenced not least by the Hilfiger Sessions – a regular gig with local and international musicians and bands, staged in various European cities – in which the latest campaign features the cool and trendy New York band, The Virgins, as the brand's pin-ups.

The La Rinascente display window concept also makes reference to the latest advertising campaign and the label's thematic orientation. The window was designed to show a rock stage scene from a bird's eye view, with a complete stage set-up of electric guitars, amplifiers, PA system and drums.

The time scapture



On the occasion of World Environment Day in June, Helios, India's largest multi-brand watch boutique, undertook a creative initiative in Koramangala, Bangalore to send home the 'Go Green' message to Bangaloreans.

The first aspect of the initiative emphasised the importance, and the creative possibilities,

of recycling. Installed outside the store was a scapture, sculpture from scrap, made of 4,500 scrap watch parts, weighing 200 kilos and 42 inches in diameter. Apart from being a visual moniker for creative recycling, the scapture was also created as an apt tribute to Helios, the Sun God, who gave us the concept of time.

The scapture was further enhanced by a window presentation behind it consisting of 1800 butterflies that seemed to be fluttering over a collection

series of potted plants. These potted flowering plants were given away to all customers on purchase of any product at the store •

