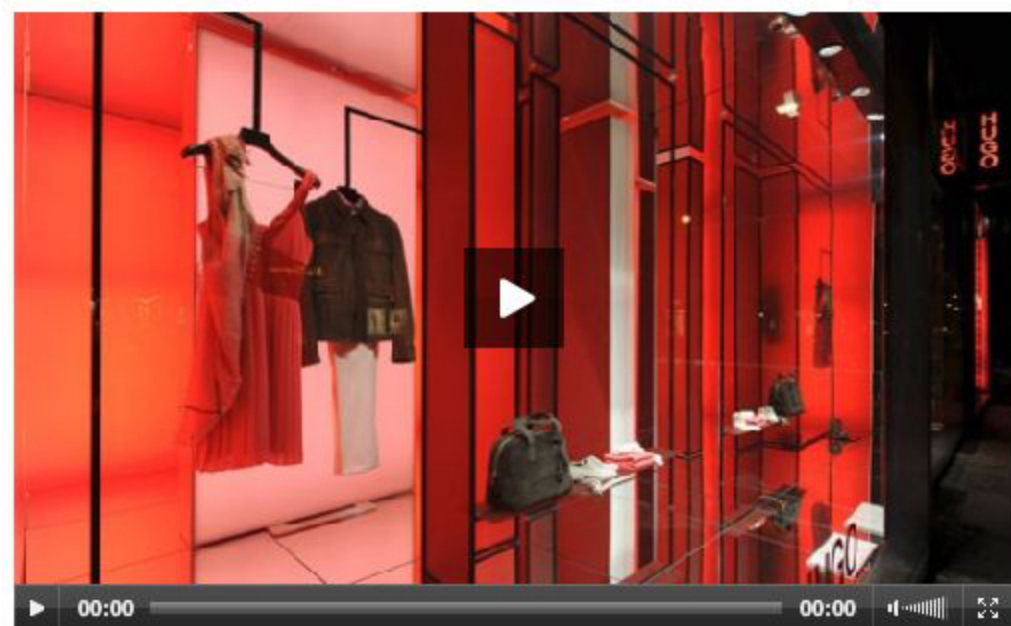


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## *Urban Sunset* *by Liganova For Hugo Boss*

Apr 26, 2011 | Text by Lydia Parafianowicz



**Undulating colour-filled lights in a Hugo Boss window display use vibrant reds, yellows and oranges to catch the attention of passers-by.**

The installation is part of a campaign being used internationally in **Hugo Boss'** shop windows. Created by brand retail company **Liganova**, the concept is centred around a series of three changing window designs: 'natural waterfalls,' 'urban sunset,' and 'desert city.'

Currently, the second is showing at select HUGO stores, bringing to life an 'urban sunset' with illuminated panels that pulse and change colour.

For the first time, products are displayed on hangers only, consciously avoiding the use of mannequins. The design implements abstract themes, using clear lines while integrating presentational elements to show accessories. It will be on display until mid-May.

The first window, 'natural waterfalls,' used diagonal lines to symbolize water. In the upcoming 'desert city,' horizontal lines and gray surfaces in different heights will construct a 3D display that represents dunes and urban structures.

The window installations are being shown for six weeks each at HUGO flagship stores in Berlin, Düsseldorf, Montreal, Toronto, Paris, Marseille and Aventura, Florida.

Videos | [Liganova](#)

