

## Matalan model store 2010, High Wycombe

Vision On worked closely with the Matalan project team on their concept store in High Wycombe, the first of its kind. Stunning 3D realisation combined with high-level signage solutions were produced and installed to enhance every department adding the finishing touches to Matalans impressive new flagship store. Bespoke props were applied to enhance and introduce the four Christmas window displays, themed and originating from their current TV campaign.

Vision On Digital were heavily involved from the offset, invited to foreign inspirational research trips and meetings as part of our continuing relationship with Matalan and several departments within. Bespoke internal graphic solutions were devised and window themes created for the model store.

Let Vision On be the catalyst for your next creative installation, email [design@visionon.net](mailto:design@visionon.net)

## Matalan; PRESS RELEASE

Shoppers flock to Matalan opening  
<http://www.thisislocallondon.co.uk/whereilive/northwest/southbucks/8675090.S/>



High Wycome store entrance, Christmas scheme 2010    Homeware window inclusive of the TV commercial tree    Ladies window, magic mirror film swapping from mirror to clear



Kids & Homeware windows. Active edge acrylic and MDF exploding kids box / present