

VISION ON IN DUBLIN

Vision On dedicates a large amount of their work to award winning retailer New Look.

Objective- New look wanted premium looking signage to take their new Dublin store to a new level of shopping experience for their customers.

Illuminated visual impact was a theme that ran throughout, with more illuminated signage than any other store on the highstreet, New look together with Vision On have brought a new level of standard to premier stores throughout the world.

When asked by New look to create visual solutions and produce and install all bespoke signage (illuminated and non illuminated) including bespoke and special department branded signage/display solutions to columns, cashdesks, bulkheads and high level shelves as well as wall and screen graphics printed to various medias, Vision On produced everything in-house and installed on time and on budget.

Vision on produced high level illuminated signage, a mixture of LED lightbox lettering, CNC cut acrylics back lit with LED Halo lighting and bespoke clear acrylic lettering filled with crystals for stylized department branded headers. Signage for branding and department headers played a major part in the 'New Look' Flagship store. NL- MAN was an important new brand that New Look wanted to make a major impact and promote their menswear department

Non illuminated freestanding high level signage solutions, special clip frames designed to be positioned on shelving to showcase images and product to a large illuminated curved light box was also created for the mens high level denim display.

From the initial concept visuals right through to the last fixing on site, Vision on was on hand every step of the way

DUBLIN; PRESS RELEASE

LONDON, ENGLAND, November 05, 2010 /24-7PressRelease/ -- This Friday sees fashion retailer New Look open their biggest ever store in Dublin's Jervis centre. This follows the huge success of the opening of their flagship store on bustling Oxford Circus, London.

The store opening party is on 4th November, and invites a mix of press, bloggers, celebrities and competition winners to come and enjoy the show and the store. With music, bubbly, food and a fashion show planned, excitement is building towards the official store opening on 5th November.

The store opening follows countdowns in the local press over the last couple of weeks, involving competitions and ticket giveaways to the store opening party. There are also exclusive offers on the New Look Facebook page for the opening weekend.

The store boasts the largest retail space that the fashion house has ever opened, at 30,000 sq ft of floor space, and is New looks 29th store to be opened in Ireland. Stocking ranges from Generation (New Look's teen range), Maternity, Tall, Lingerie and Inspire (New Look's plus size range). New Look's exclusive "Gold by Giles" collection and celebrity must have range, "Idol", are also all included at the new store. There will also be some unique features to the latest New Look outfit - such as the photobooth technology in changing rooms, allowing shoppers to really check out how their new party dresses or jeans look before buying.

The new Dublin store is open for trade to the public from 5th November, and is located in a portion of the former Arnotts Project store, in Dublin's Jervis Centre.

The fashion retailer is expecting a large turnout for the stores grand opening and with the store opening on 5th of November, they are hoping there will be some fireworks and the day goes off with a bang.

New Look are award-winning fashion retailers, and offer a wide choice of clothing to suit all tastes. From shoes to handbags, dresses to jumpsuits, menswear to kidswear - all ranges and styles can all be found at New Look - and at the moment, some of them at very reasonable prices.

Fran Theanne, the Design Concept Senior Manager at New look was quoted as saying "At New look we are constantly looking at new and innovative ways to give our customers a fantastic shopping experience. The screens and photo studio do this perfectly as they allow our customers to do the things they love the most when they visit us; shop, try on new clothes, model their latest look, share it with their friends instantly and all with the added bonus to become the cover star of the New Look magazine. We have even created a video which is presently up on youtube for customers to watch to get an idea of how the experience could work for them <http://www.youtube.com/watch?v=MfqEDAAYcc0>".

To explore possibilities for your own ventures email design@visionon.net



Illuminated crystal-filled acrylic accessories signage | Illuminated wallmounted NL MAN cashdesk signage | Fittingroom screen graphic spot white printed to clear vinyl



Signage under giant screen at the escalator - a combination of vinyl cut and illuminated signage | Illuminated directory made bespoke to the wall size | Illuminated column signage to create a wow feature | Yes yes denim design printed to white vinyl with a gloss lamination, an acrylic frame display suspended in front



Illuminated directories made bespoke to the column size | Girls aloud star Kimberly Walsh opens the New store | Illuminated NL MAN vertical signage | Lingerie lace design printed onto frosted vinyl with spot white applied onto a glass screen