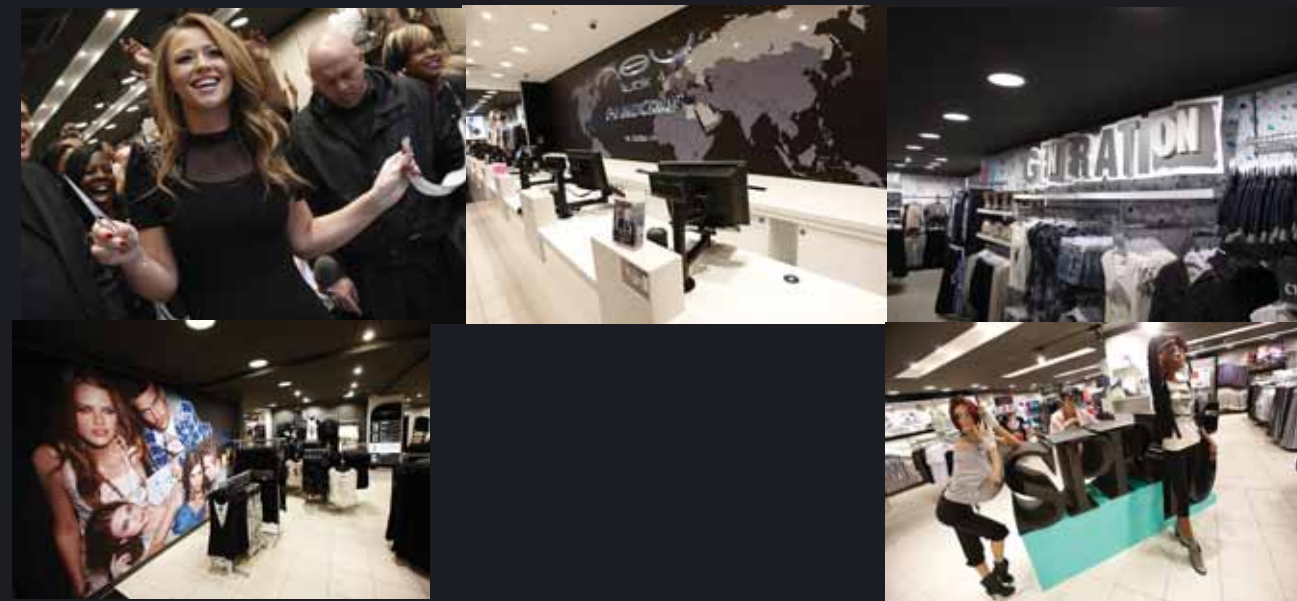


New Look

Oxford circus new flagship store

Feb 5th saw the launch of the brand new Oxford Circus New Look store. A sneak preview in the morning for the press and celebrities was given by newlook before the grand unveil by Girls alouds kimberly walsh. Guests included many VIP magazine editors and stylists, as well as Luke Worrall (who is currently the face of New Look menswear for SS10), Meg Matthews, The Holloways and Sugababe Amelle. It was certainly time that New Look made its presence felt in the high street shopping hub of the capital. The stunning new store spans an impressive 26,000 sq ft, over four floors, housing the latest New Look summer 2010 fashions, this aspirational flagship store sets a blueprint for new stores and provides a pull factor for the east side of oxford circus. Signage and modern graphics, plus innovative visual merchandising make the shopping experience far more interesting and exciting for the customer than a typical New Look store.



To see the unveiling by Girls alouds Kimberly walsh http://www.youtube.com/watch?v=VzcQc_SfFkY



Working closely with New looks design concept manager Vision on's design and production team developed illuminated and non-illuminated signage, printed vinyl wall finishes, CNC and vinyl cut work and 3d signage. Using various finishes and techniques vision on was able to create everything from start to finish all under one roof in visions in-house factory to achieve the look and presence new look wanted to achieve. From various site surveys and liaising with New looks concept manager our site surveyor briefed all measurements into our in-house design and artwork department who then developed designs and solutions while still working closely with new look of how to achieve what was required. When new look were happy with the concepts we then began production and print in our in-house workshop which houses a cnc router, vinyl plotter, 3d workshop, polystyrene cutter, various large format printers(one of which can print spot white) acrylic line bender for acrylic work. Many displays and finishes involved in the oxford circus project used a few of these processes to achieve the required finish.



The Vision on team have been key partners in the development of this store, working seamlessly with our client to deliver the project ... Their infectious enthusiasm, retail savvy, and creative and engineering ingenuity has resulted in a stunning design befitting of a flagship store.