

# TOPSHOP



**LONDON** – YourStudio's *étalage* for London's Topshop marked the launch of the brand's summer swimwear campaign. Providing what the jury called a 'strong engaging experience' and a 'blend of showroom and window', Topshop Splash responded to customer insights gathered by the designers prior to starting the project. Data revealed that more than ever before, Topshop's clientele are prioritizing experiences over transactions.

The journey began with a swimming-pool scene in the shop windows, an effect

created with moulded resin sheets that, when teamed with lighting, appeared to sparkle like water on a sunny day. The theme continued in-store, with a 65-m-long water slide snaking its way through merchandise before terminating at the window display. Programmable LEDs along the tunnel's length mimicked running water and simulated the slide in use, while the scents and sounds of summer – wafts of coconut and sunscreen, along with an audio stream of flowing water, seagulls and bathers splashing – engaged the senses.

Customers could go a step further on the engagement scale by physically taking a seat in the store window. Here, at the top of a slide seemingly shooting straight out of Topshop and onto the street, visitors donned VR headsets and took a 'ride' down Oxford and Regent Streets and beyond, eventually arriving at a tropical island. – T1

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A 'blend of showroom and window', Topshop Splash by YourStudio yielded a 'strong engaging experience'.

Courtesy of YourStudio and Topshop UK



# RETAIL Window Display of the Year

TOPSHOP SPLASH BY YOURSTUDIO