

CENTRE STAGE

STANDOUT POP AND DISPLAYS FROM AROUND THE WORLD



▲ DKNY

FutureBrand UXUS has injected a new attitude into DKNY at Macy's Herald Square store in New York. The company built a 'Chaotic Broadway' environment in store to encourage a moment of pause on the overcrowded shopfloor by stripping back the design to the essentials of DKNY. Inspired by the iconic DKNY SoHo mural, the concept is a shareable and Instagram-worthy landmark within Macy's that attracts customers to explore the brand's latest collections. The modular design allows the space to be scaled up or down with the consistency of a few key fixtures. The immersive brand experience is brought to life through integrated digital screens.

www.uxus.com



◀ Harrods x Tiziana Terenzi

Mad About Design produced this cake stand at Harrods for Italian perfume house, Tiziana Terenzi. The purpose of the Harrods Cake Stand is for brands to showcase their identity within the bustling Black Hall. The inspiration behind the Tiziana Terenzi stand was to portray the brand's luxurious Italian heritage and dominate the hall with an impressive design. Mad About Design achieved this by creating layers of gold in all textures, from eco-leather to mirror laminate and finished with the brand's delicate crest on top. The whole stand was enhanced by a set of LED lights on each shelf hidden behind opal covers to enrich the platform for the beautiful perfumes and candles to sit on.

www.themadpeople.com

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▲ Harrods x Tory Burch

Inspired by Tory Burch's recent trip to Antigua, Seen Displays partnered with the brand to create a luxury beach getaway within the Swimwear space at Harrods. Natural woven materials and plush greenery were framed with a white-washed wooden cabana and bespoke printed SS18 pattern curtains. Elements included a hand-crafted concertina screen and sprayed rattan plinths.
www.seendisplays.com

► The White Company

To herald its new summer 2018 collection, The White Company commissioned Lucky Fox to design and install this walk through merchandise display structure in store at its new branch in the Westfield London extension. The contemporary white washed wood structure fits beautifully within the company's trademark aesthetic and is the ideal space for presenting a mix of fashion and lifestyle goods. The modular framework, with hanging capability and shelving, is designed with longevity in mind and will display various schemes in the future.
www.luckyfox.uk.com

