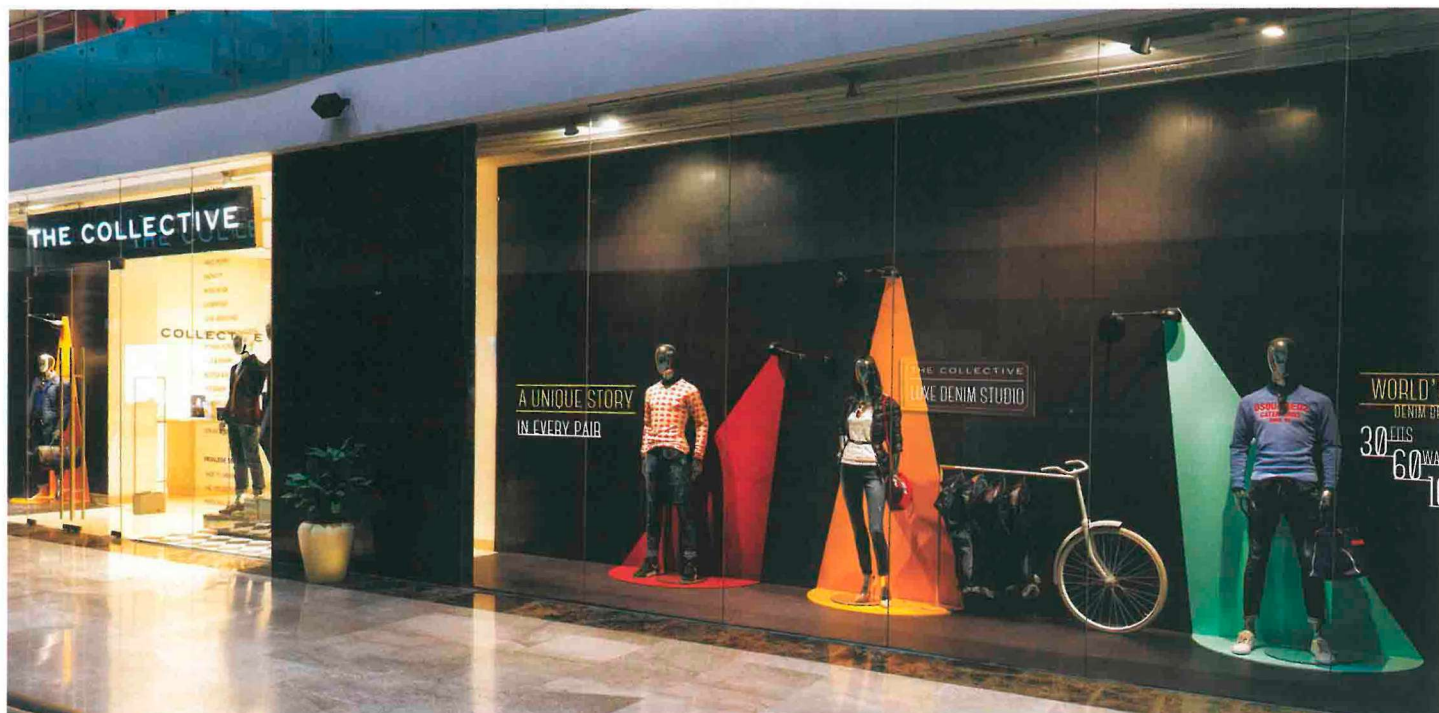


# Indian Visual Merchandising

## Under The Spotlight

Inspired by 'spotlights', Liganova BrandRetail India recently created a crisp and vibrant campaign that shows how the consumer stands out when wearing luxury clothing purchased from The Collective.



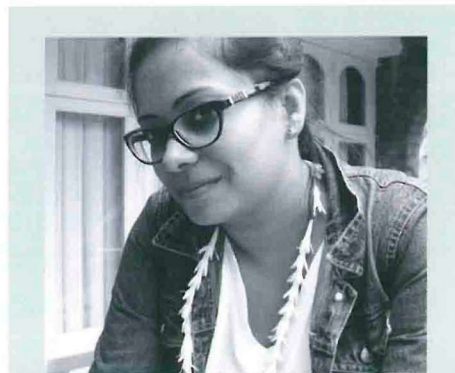
The Collective, a well-known luxury multi brand retail concept, recently launched an attractive no-fuss VM campaign 'In The Spotlight' to reiterate the fact that the store is 'the one' destination of luxury fashion in India. Created by Liganova BrandRetail India, the pan India window campaign was displayed in stores at New Delhi, Gurgaon, Chandigarh, Pune, Bangalore, Chennai and Kolkata. The brief here was to highlight The Collective's retail stores as the ultimate solution to the customer's luxury needs in denims and shirts. In addition to this, the brand wanted the window to be cost effective and easy to execute.

"The Collective is one of our most valued customers. We always look out to consistently provide them the most cutting edge retail solution by understanding their perspective and their customer's essential need to feel special. The campaign executed was not only cost effective and minimal but also met international standards of quality and aesthetics. The Collective has successfully managed to set a high benchmark for its competitors in the luxury retail," said Siddhant Sahu, Visual Marketing Director, Liganova BrandRetail India.

According to the Liganova, the keywords - highlight, focus and minimal - were used



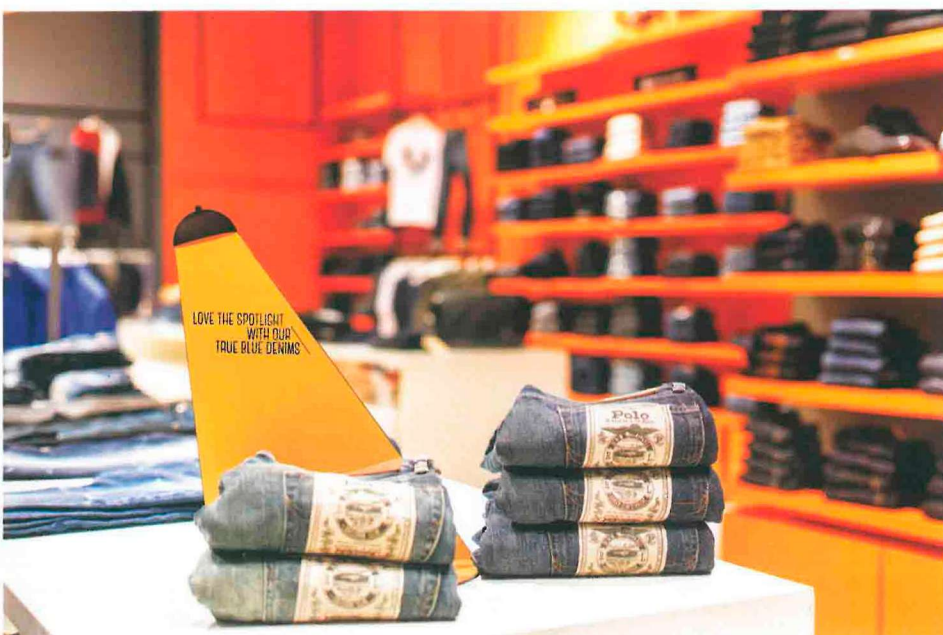




**Neha Thakur, Manager- Visual Merchandising, The Collective** said, "While the denim spotlights appeared bright, young and playful, the spotlight for shirts was planned to look more festive and mature. Since the spotlights were reversible, it was a breeze to switch from one window story to another, saving us time and the energy."

to conceptualise the idea of being under the spotlight. A pop colour palette for the spotlights used in denim window made the usual blue denims appear lively, while they flipped to salmon pink on the other side with geometric mirror finish used in the shirt window to relate to the ongoing festive mood in the country. Spotlights were made from MDF pasted with laminates on both the sides, one for each window concept, while lamp heads placed on top of the spotlights appear as the source of light.

Going beyond the spotlights, the campaign used interesting elements such as a real bicycle sawed into half for a display stand used in the denim window. Signage for "Luxe Denim Studio" laser cut on white acrylic and stuck on MDF, appeared as a part of the spotlight. The other communication which mentioned the store having 10 world's best denim brands, 30 fits, 60 washes and over 100 styles, was laser cut on acrylic and hung in the window with thin fish wires. According to Liganova, each window took almost four weeks from its conception to installation.



The brand believes that the campaign, supported by the point of purchase elements and the highlight zone, has successfully managed to create a luxury experience for its customers as soon as they step into the store. "Not only did it initiate a positive brand perception, but set an international benchmark of creativity and aesthetics." •

**Chanda P Kumar**

**Credit**  
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