PLANAR

INSTALLATION PROFILE

Gucci



HIGHLIGHTS

Product Type
Clarity Matrix

Location
U.S., Europe, Middle East & Asia

Industry
Retail

Application
Digital Signage

CLARITY MATRIX VIDEO WALLS CREATE IMMERSIVE RETAIL EXPERIENCE AND SUPPORT CONTINUED WORLDWIDE BRAND BUILDING

As part of an ongoing program to enhance customer experience at retail and provide a platform that further heightens the iconic brand worldwide, Planar displays have been installed in five of Gucci's flagship stores (Milano Montenapoleone, Saint Tropez, Hong Kong, New York Macy's, and Dubai Mall). The first Planar video walls were unveiled in the Milan Monte Napoleone boutique in September 2011. The ultra-thin, energy-efficient, near-seamless LCD displays from Planar, together with OOOii's graphics engine, create life-size interactive images – for the most technologically-advanced retail environments in the world. The technologies that have been deployed not only allow ultra-high resolution 4k and 5k imagery to be displayed across the numerous high-resolution Planar displays, but also give a customer the ability to interact with the content in intuitive ways.

Gucci launched this pioneering initiative with Planar as part of its commitment to enhance the brand experience across all of Gucci's consumer touch points. It is an initiative that underlines the company's belief in the growing importance of creating highly impactful and sharable brand experiences across all of Gucci's platforms, by taking advantage of rapid advances in digital technology and creating an unprecedented level of engagement.

> "The Planar displays give us the most technologically advanced retail environments in the world."
>
> **- Robert Triefus,**
> *Gucci Chief Marketing Officer*

"We have called it the "Gucci Immersive Retail Experience," says Robert Triefus, Gucci's Chief Marketing officer.

Clarity Matrix Video Wall forms a seamless surface

Ultra-thin, 46" and 55" Clarity™ Matrix LCD Video Wall displays from Planar were chosen. The Gucci Monte Napoleone store provides an example of how they are deployed there and could be done similarly in the other stores. They were arranged so they almost seem to form a single, seamless surface, which, together with the graphics engine provided by OOOii, are used to reproduce life-size interactive images, thus transforming the stores into some of the most technologically advanced boutiques in the luxury sector.



Gucci Monte Napoleone store —Milan, Italy

"We selected Clarity Matrix, because of technical features that allow us to install the relevant technology where it was most suited and we control it remotely. Colors, black quality and the resolution of Clarity Matrix were, of course, part of the choice," Triefus says.

The displays reproduce Gucci women's and men's fashion shows and other product films. In some stores, the interactivity of the Gucci experience is also extended to the displays on the staircases leading from the ground floors to the first floors. A system known as Stairway Interactive Videowalls reacts in real time as customers pass by, immersing them in a complete, interactive experience.



Gucci at Macy's Herald Square —New York, NY

Interactivity creates strong customer interest

"Thanks to special Kinect technology, customers and staff are able to interact with the images using simple gestures to fast-forward and rewind, or freeze the images to take a closer look or see more detail of interest. In this way they can literally interact with the products," Triefus continues.

> "We see this experiential technology as the future of fashion retail,"
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> **-Robert Triefus**
> *Gucci Chief Marketing Officer*

In celebration of Gucci's children's collections, which were first introduced in 2010, the second floor of the flagship Monte Napoleone store hosts a Kid's Videowall. Here the youngest enthusiasts are entertained by the Gucci Teddy Bear, symbol of the Gucci children's collections, who moves to the rhythm of the music, following the sounds and beats created by the children standing in front of the screen.

"We see this type of experiential technology as the future of fashion retail as it will allow our collections to be appreciated in detail, creating further interest and excitement among our customers," Triefus concludes.

PLANAR®

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