

VISUAL CITY

SUMMER NEWSLETTER 2018





Topshop
Rubber Windows
2018



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MACY'S SCENT EVENT

Visual Citi custom fabricated displays for Macy's annual Scent Event leading up to their highly acclaimed floral show. We produced several boxwood wall fixtures in a record breaking time, less than 2 weeks! The fixtures, designed by Macy's, were fabricated using plywood then painted green and wrapped in boxwood. They were detailed with gold mirrored acrylic faces, snow accents and large vines. These eye catching displays held oversized perfume bottles to highlight the event.



SAKS WINDOWS OF THE MAGNIFICENT MILE

Visual Citi had the honor of collaborating with Saks on their Windows of Magnificent Mile in Chicago. These windows were showcased by GlobalShop 2018 and Magnificent Mile. We were given two themes and all creative freedom. Our first theme was 'color' which we took literal. We designed 3-dimensional letters with colorful floral print faces that literally read 'COLOR'. The contrast of colors and prints created an eye-catching window display. Our second theme was to be paired with a tropical collection. We were inspired by nature and leaves which tied in beautifully with the collection. We produced a large silver backlit leaf mounted onto a gold panel. We also used leaf vinyls on the front window to create depth. A warm LED lit 'tropical' sign completed the window.

– Zahir Merchant
Director of Project Management



Saks Fifth Avenue
Magnificent Mile Window
Globalshop 2018

Tropical



WINDOWS
OF THE MAGNIFICENT MILE
SAKS WELCOMES GLOBALSHOP 2018
TO CHICAGO
MARCH 27-29
IN PARTNERSHIP WITH
THE MAGNIFICENT MILE ASSOCIATION

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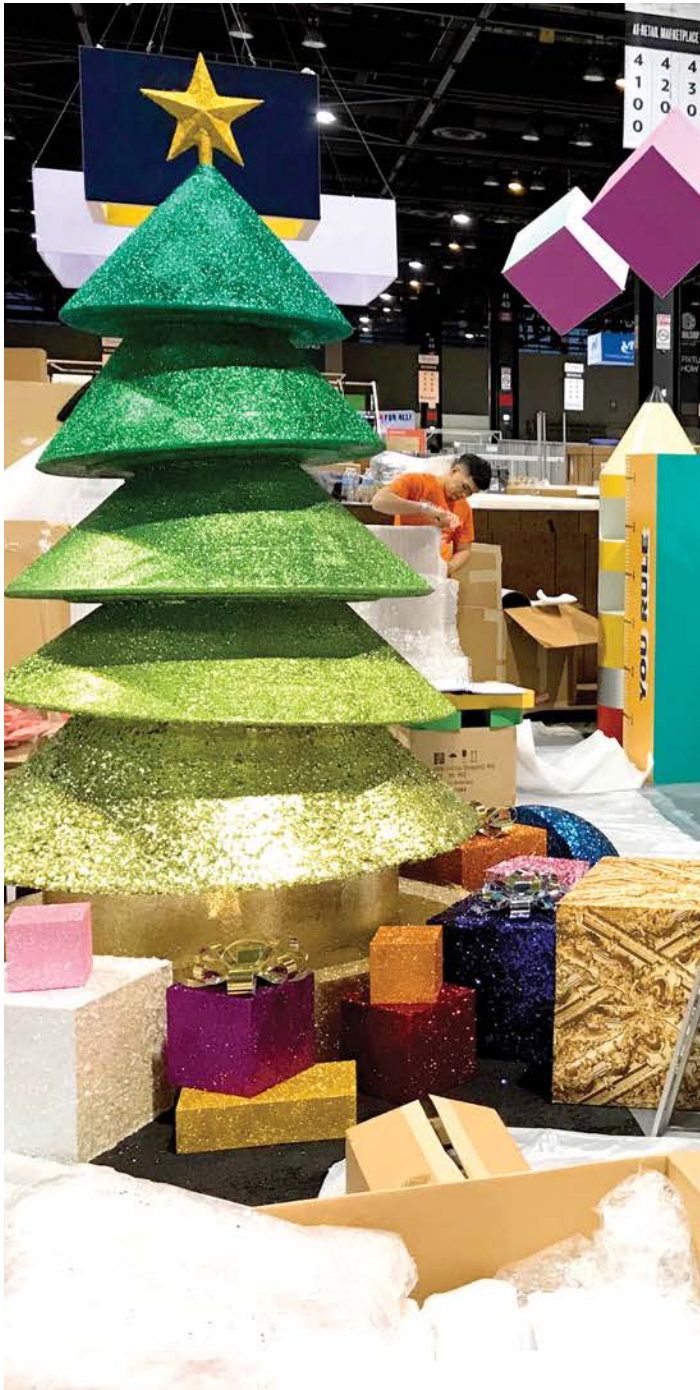
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VISUAL CITY

WASH









VISUAL CITI AT GLOBALSHOP 2018

Visual Citi took Chicago by storm with our vibrant LED's, decorative props, and innovative merchandising displays. Our 2018 booth encompassed a wide range of material offerings and highlighted our skilled design team.

We laid out our booth similar to a store floor plan. We divided the 30' x 30' space into sections ensuring one concept flowed with the next. Each concept was given a name - Winter Wonderland, Stay Gold, City in Bloom, School Days, Shades of Blue and Reflect. Every section had its own story and came alive with the touch of a little merchandising. We had a strong center moment consisting of a 10' high custom fabricated tree covered from top to bottom in ombre glitter. We surrounded the tree with multi-colored glitter presents topped with silver and gold mylar bows. Our booth focused on the years biggest trends which included LED lighting, colorful graphics and oversized marquee letters. Clients were both inspired and engaged by our 2018 GlobalShop booth. Stay tuned to see what 2019 has in store.







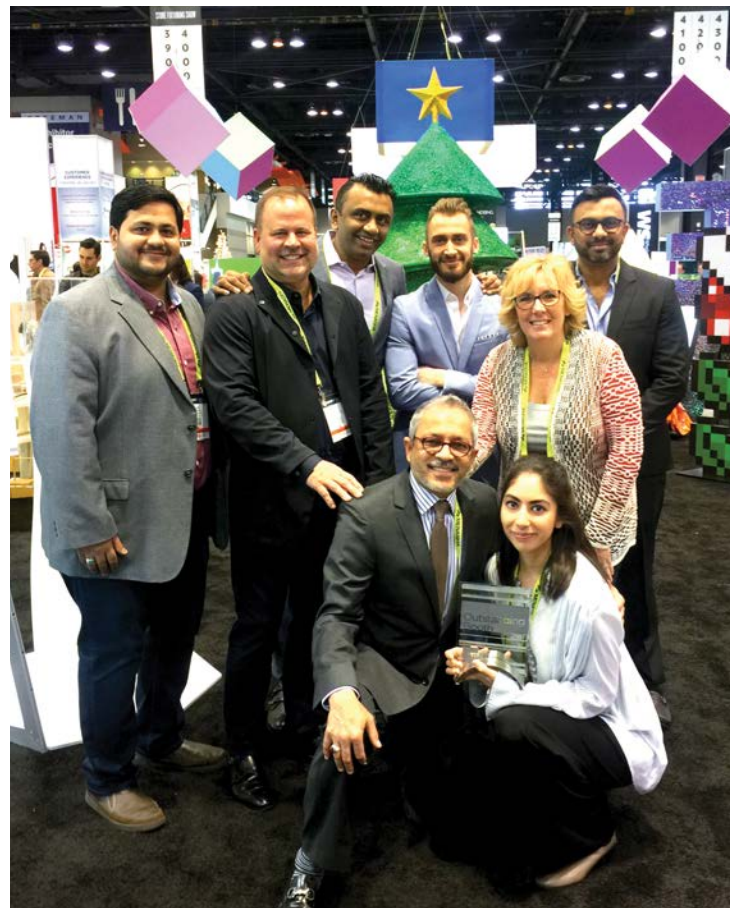
VMSD OUTSTANDING BOOTH AWARD

VMSD honored Visual Citi with a 2018 Outstanding Booth Award. They highlighted our colorful props and decoratives as well as the way we showcased our product.



Murray Kasmenn (Senior VP/Group Publisher of VMSD) presenting the Outstanding Booth Award to Abbas Devji (President) and Nadia Aminzada (Marketing Executive)

Visual Citi Team
(from left to right)
Zahir Merchant, Scott Green, Abbas Devji, Marco Seigneurgens, Kathi Melworm, Arif Devji, Raza Manji and Nadia Aminzada





NICOPANDA

After working in the Macy's windows for seven years, it was an absolute pleasure to partner with Roya Sullivan, Macy's National Window Director, on the Nicopanda launch. Visual Citi custom fabricated various props for both in-store and window displays at Macy's Herald Square. We produced vacuum formed panda helmets for mannequins, an animated panda face chair and all original glass neons.

– Marco Seigneurgens
Account Executive/Visual Consultant





LET'S START PLANNING HOLIDAY



Pastel Vintage Trees w/ Ornaments
Sku # WB0316



Crusted Drop Ornament
Sku # EL0233



Colorful Forest Sisal Tree (Large)
Sku # VI0570



Ombre Stacking Boxes
Sku # VI0545



Two-Tone Ombre Sisal Tree (XL)
Sku # VI0431



Fuzzy Tree
Sku # VI0472



Vintage Gold Starburst Foil Tree
Sku # WB0155



Marble Tree
Sku # LC0733



Colorful Forest Sisal Tree (Medium)
Sku # VI0569



Aurora Borealis Winter Tree
Sku # QJ0009



Two-Tone Ombre Sisal Tree (Medium)
Sku # VI0431



Reflector Tree
Sku # WB0236



Reflector Ball Wreath
Sku # WB0250



Metallic Sisal Tree (Large)
Sku # VI0543



Standing Tree
Sku # EM1534



Speckled Sisal Tree (Large)
Sku # VI0723



Glittered Sisal Tree
Sku # VI0414



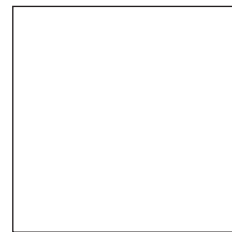
Glittered Pink Decorated Tree
Sku # WB0235



Iridescent Tree
Sku # SH0110



Sorbet Fluffy Tree
Sku # VI0427



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