

VISUAL CITI

Signage • Printing • Displays

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Saks - Oscar de la Renta

Our feature this month is the Something Blue campaign for Saks, it consists of a window display, table display and focal point.



Johnston & Murphy

The illuminated Holiday display for Johnston and Murphy was created using clear, frosted and silver tipped bulbs.



a letter from **VISUAL CITI**



Matthew Higginson
Vice President of Sales & Marketing

Happy March everyone, hope you are all as excited about Spring as we are.

As VP of Sales and Marketing for Visual Citi I'm happy to say that there are a lot of exciting things happening this year. On the marketing side we've recently begun running full page ads in VMSD, DDI and ARE which we're very excited about. In addition we launched the first issue of the Visual Citi newsletter. The newsletter will keep you up to date with our current projects as well as highlight special materials we're working with and showcase some of the amazing machines we have in house. We're also in the midst of revamping the Visual Citi website, giving it a clean, modern, fresh new look...more to follow.

2012 was an amazing year for Visual Citi business wise, we recorded the highest sales years in the company's history. Needless to say we're growing quickly, hiring new staff members, adding new machines, and even planning on expanding our current manufacturing facility. It's an exciting time to be working at Visual Citi, watching the company grow over the past 4 years has been amazing and knowing that you have a part of shaping it's future is even more special. I'd like to thank everyone for helping us in this growth and for your continued support of what we do. I feel very blessed to work in such an amazing industry and to work with such amazing people like you, thank you, thank you.

Well that's it for now, until next time. Oh and don't forget, Global Shop Chicago is right around the corner, we're looking forward to seeing you all there.

All the best,

A stylized, handwritten signature in black ink, appearing to read 'MH'.

Matthew Higginson



SAKS Oscar de la Renta, Something Blue

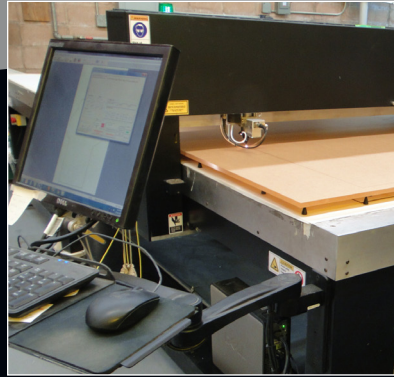
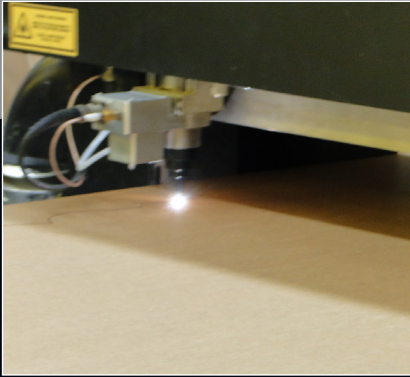
We were very proud to work with Saks Fifth Avenue to produce the visual elements for the exclusive launch of Oscar de la Renta's new fragrance "Something Blue".

The elements we produced had to embellish the character of the fragrance, that celebrates life's most magical moments. A women's good luck charm for when she wants to feel her most vibrant, feminine, romantic and full of life.

One of the most beautiful elements was the use of our laser cutting capabilities to re-create the gardenia lace screen. The screens were cut, then painted with a beautiful high gloss finish.



The risers were made from round PVC tubes, painted and finished with high gloss and topped with white acrylic to highlight the bottles. The graphics were printed and set into custom built frames. The campaign was featured in Saks stores nationwide.





Laser cutting and etching is becoming a widely practiced technique throughout the visual display industry. Our state of the art 400 watt laser equipment provides us with high speed etching and cutting capabilities on material up to 5'x10' sheets and 1" thick. These materials include, but are not limited to Acrylic, Plastic, Foam, Sheet Metal, Hardwood Floors and certain Exotics. The pictures of our laser machine are shown cutting the female shapes used for Guerlain in Bloomingdales, as seen in the above pictures of the final product.



Photos to the left on this page show techniques such as laser cutting, laser etching and direct to substrate printing with laser contour cutting.



JOHNSTON & MURPHY 2012 Holiday Display

The illuminated Holiday display for Johnston and Murphy was created using clear, frosted and silver tipped bulbs which were hung from the ceiling at various heights.

The bulbs refracted the light beautifully creating a vibrant and sparkling, festive holiday display.

9 SCREEN TRANSPARENT DISPLAY

Our 9 screen transparent display. Allows our customers the ability to show product inside of the 9 screens while video displays across all 9 screens. They also have the option of playing different videos on each screen.





COACH 2013 Spring Window Display

For Coach's January window we used perforated metal mounted to clear plexi which served as the base for the back wall. White painted MDF was used on the top half of the wall and back lit with LEDs. A 6" thick plexi illuminated Coach logo with a mirrored finish centered at the top of wall. The hangers were stamped with metallic silver foil. We produced shoe risers in white oak and also 2" thick acrylic rods to hang the coats. Altogether the finished display had a clean, fresh and modern look.

COACH

