

VISUAL CITI

Signage • Printing • Displays

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Holiday
Catalog
Preview
Inside

July/Aug 2013
Volume 1
Issue 3



FEATURE: The Bay

For this window display, we created marquee arrows and words out of bendable plywood.



HIGHLIGHTS:

This issue includes highlights from Coach, Sephora, Versace & more!

a letter from **VISUAL CITI**



Scott Green

Sales and Marketing Director

Happy Summer! Even though it's 80 degrees outside most of the visual merchandising teams and buyers are in the thick of designing Holiday 2013. Indicative of the fast paced, ever changing world of fashion retail.

Being a sales and marketing director at Visual Citi, I have the good fortune of working with such diversely creative and talented people on a daily basis. This applies to our various clients, as well as our own team here at Visual Citi. It's an exciting process and one I am proud to be a part of.

As soon as a merchandising highlight, graphic program or fixture is conceived, I work as the facilitator on how to best achieve the initiative, and deliver a quality product on time and on budget.

We offer a variety of solutions and materials in the most cost effective production methods. At Visual Citi, we are always "value engineering" and resourcing quality with innovative materials to make your displays the best they can be.

Take a look inside at some of our recent work from this Spring.

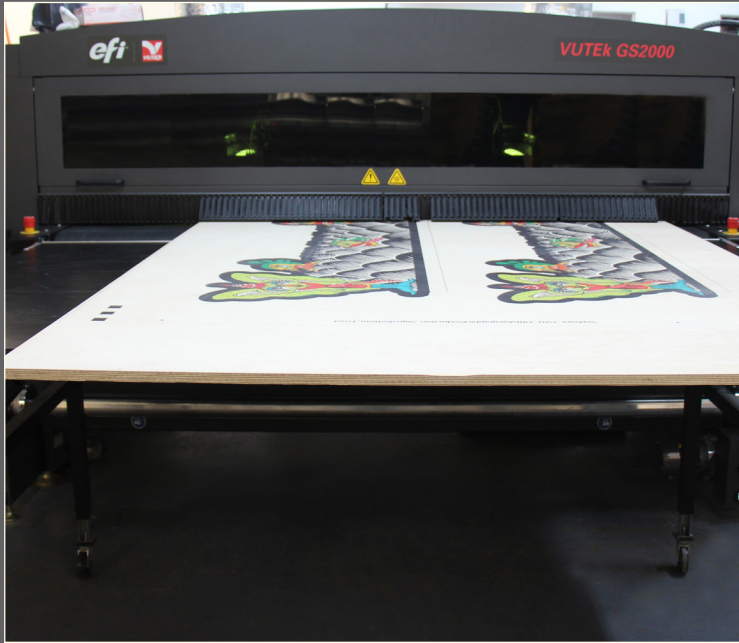
Enjoy,

All the best,

A stylized, handwritten signature in white ink that reads "Scott Green".

Vutek - Flatbed Printing

- Delivers uncompromised versatility with eight-color plus white, Fast-5, roll-to-roll, rigid substrate and dual roll capabilities for superior graphics at high production speeds.
- Offers advanced three-layer capabilities for high impact Point-of-Purchase graphics.
- Adds higher image quality with true grayscale technology. The result: a GS Pro Series printer that will extend your reach into more lucrative, higher-volume jobs at a lower total cost of ownership.
- Provides dual resolution of true 600 dpi (24 pL) or 1000 dpi (12 pL) for superior graphics.
- Comes with 12-picoliter droplet technology for all colors including white. This helps us print crisp, minute text on the printer.
- Enables you to print up to 80 inches (203.2 cm) wide and up to 2 inches (5.08 cm) thick substrate.



Sephora

We produced this window display for Sephora's 5th Ave store by direct flatbed printing their graphics to an oversized sheet of birch plywood. The sheet was printed on both sides so it could be viewable from inside as well as from the outside. We then cut the sheet on our precision cutting machine giving the edges a clean crisp finish. The display had 3 layers giving it depth and allowing it to stand freely in the window.





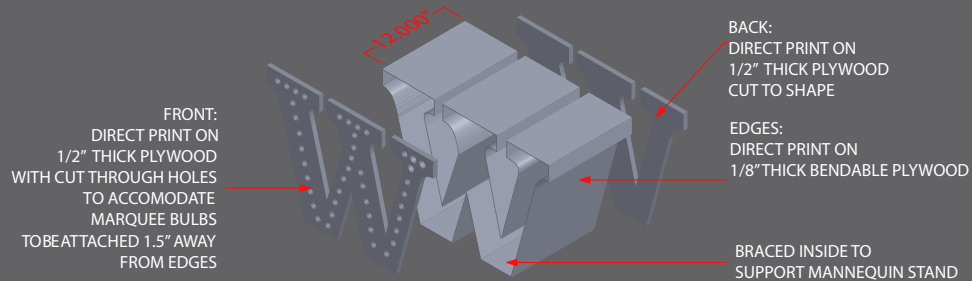
The Bay

The “Essential Dress” window display for The Bay, was created by using marquee arrows and words out of bendable plywood. The arrows were painted in various pastel colors and hand distressed to showcase a vintage look. The lights from the back of the arrows to the front, allowed for movement and clear direction towards the mannequins. The words were reinforced to hold the weight of the mannequins, while giving height to the display. This project was a lot of fun and the end result was truly spectacular.

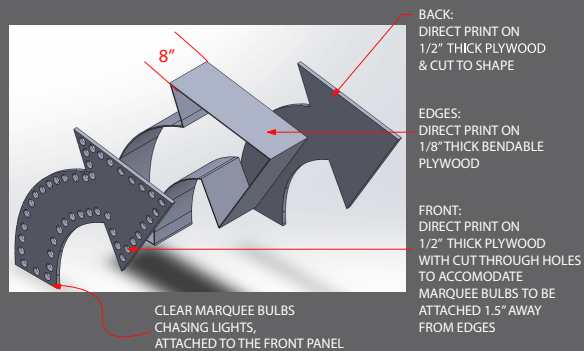
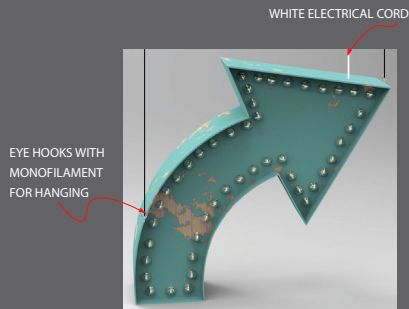
The detailed technical drawings on the right show the design and production processes used for this project.



FREE STANDING LETTERS



ARROWS TYPICAL - FRONT VIEW





Coach

For the Coach 'Father's Day' campaign in June, we produced window displays consisting of floors and free standing wall display units. The blue walls were created out of MDF and were painted gloss blue with seven different sized cubbies and custom gloss white wooden frames. The inside of the cubbies were wrapped in mirrored polished chemetal. There were four cubbies which displayed merchandise. These cubbies had metal rods used for hanging merchandise and an acrylic shelving unit for storage. A custom acrylic bat holder was produced, to hold the custom manufactured Coach branded baseball bats. The images were printed on translucent vinyl and applied to acrylic material to fit inside the cubbies. All of the cubbies were illuminated with warm white LED strips on the sides and spot lights at the top.

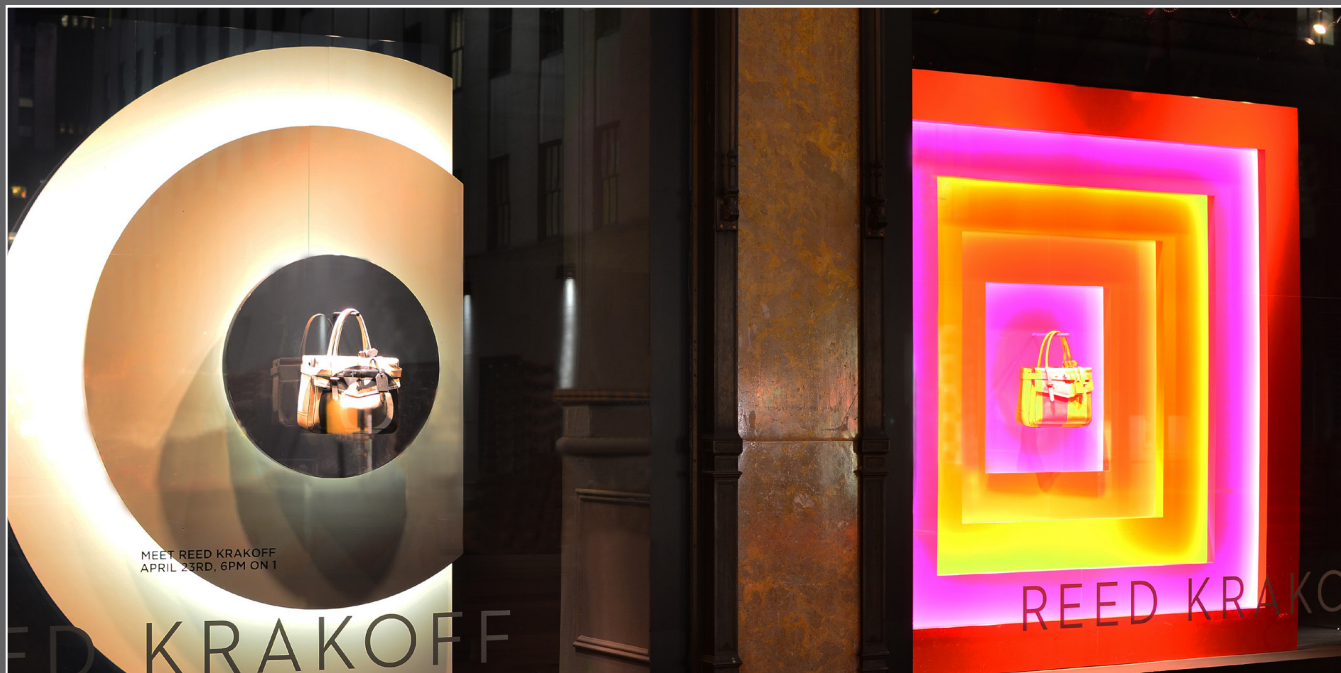
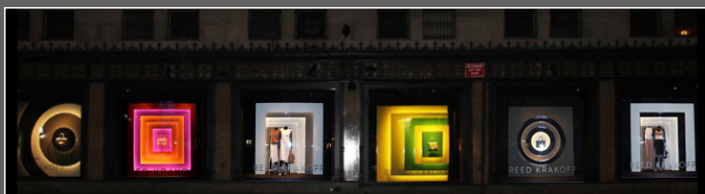
Versace

For Versace's Nuance windows, we built a custom lit back wall and floor. Different colors and zigzag lit patterns were used for men's and women's windows. The back wall was fabricated using MDF with gloss black acrylic laminated on all sides. The zigzag shapes were built using black gloss acrylic for the sides and a translucent white acrylic on the face to diffuse the LED light from inside. Geometric shapes on the sides of the zigzag were laminated with matte black aluminum. Metal risers we produced using 1"x1" steel tubes, which were welded and then painted matte black. The end result was a beautifully lit window display.



Reed Krakoff

For Reed Krakoff's "The Graphic Boxer Collection" featured at Saks Fifth Avenue, we produced six different color wall displays. Each display was made with 1/2" thick MDF and finished with super high gloss paint. The back walls of each panel had warm white light LED's in custom U-Channels for a hallow backlit effect. Each window was designed to create a different illusion. The colors were beautiful, especially when lit at night!



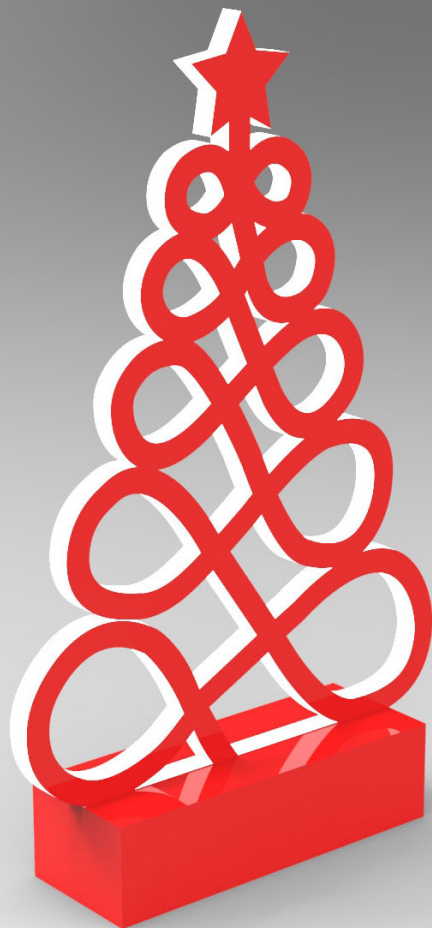


Saks

Saks Summer Beauty week June, 2013. "Light and Bright" was the name of this event. We created life size six foot high popsicles, for an all store roll out. The popsicles were a whimsical and eye catching display that highlighted Saks exclusive travel pouch, during this cosmetic promotion. The popsicle shapes were formed out of wood and painted high gloss banana yellow, lime green and bubble gum pink. The popsicles were made to look as if they were melting, by adding puddles of color to the floor. The popsicles were positioned in windows and key locations thru-out the cosmetic departments, helping to create an exciting, successful event.



All Items available in custom sizes and colors



LED Lit Christmas Tree

Material: Translucent Acrylic w/ Blockout Vinyl.

Sizes(In Height): 24", 36", 48", 60"

Colors: 

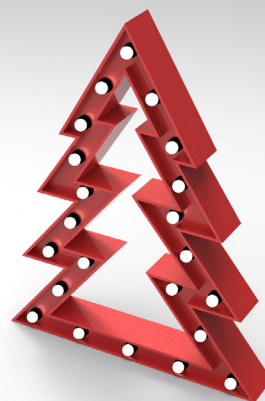


Snowflake

Material: Acrylic

Sizes(In Height): 12", 18", 24", 36", 48"

Colors: 

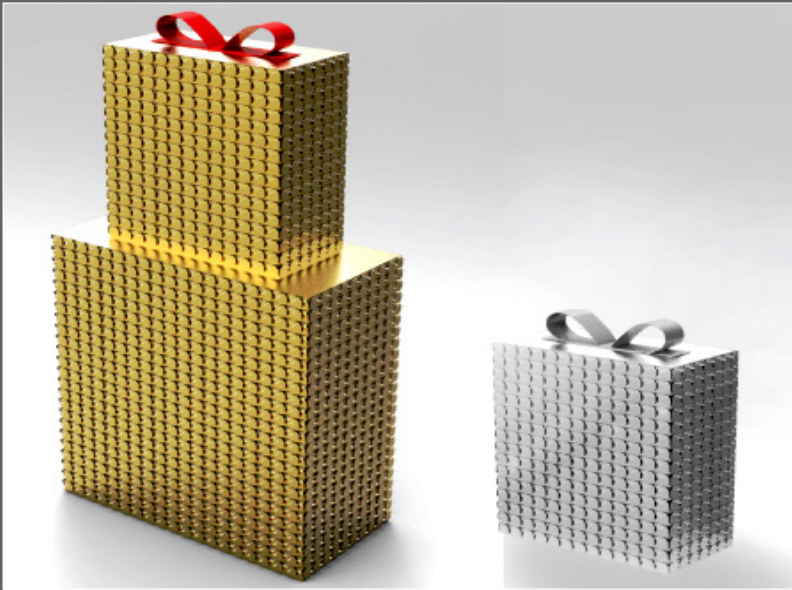


Marquee Christmas Tree

Available Material: Plywood (w/ Illuminated lights)

Sizes(In Height): 24", 36", 48", 60"

Colors: 



Piette Gift Boxes

Material: Ultraboard w/ metallic vinyl and piettes on face

Sizes(In Height): 12", 24", 36", 48"

Colors: 



Marquee Letters

Available Material: Plywood (w/ Illuminated lights)

Sizes(In Height): 18", 24", 36", 48"

Colors: 



Acrylic Christmas Tree

Material: Acrylic or Edgelit Acrylic

Sizes(In Height): 24", 36", 48", 60"

Colors: 

Edgelit colors: 

All Items available to order NOW!

2013 Holiday Catalog



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Coming Soon!