



(Circ. Online)

UNIQLO stores in NY launch with digital solutions

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Two of UNIQLO's New York flagship stores opened last month with custom LED digital displays created by D3 LED, a provider of specialized LED digital display solutions. PlayNetwork, a producer of media experiences for brands, also collaborated to design and install digital display and visual brand experiences for the two new stores at 666 Fifth Avenue and 31 West 34th Street in New York City.

PlayNetwork designed the overall in-store audio and video systems at both stores, and D3 designed and manufactured multiple LED digital displays for the Japanese retailer, a subsidiary brand owned by Fast Retailing Co., Ltd. The Fifth Avenue store, which opened Oct. 14, is now the largest single retailer on Fifth Avenue and largest UNIQLO store in the world. UNIQLO New York 34th Street opened to the public a week later on Oct. 21.

For UNIQLO New York Fifth Avenue, D3 designed custom LED digital displays for the store's glass elevators and six windows facing West 53rd Street, as well as a unique LED "tunnel ticker" display for a room located on the second floor of the 89,000-square-foot retail space. D3 also designed LED displays for the storefront windows at UNIQLO New York 34th Street.

"We were extremely proud to work with PlayNetwork on these dynamic projects for UNIQLO," said Jason Barak, D3 managing partner. "D3 LED displays open a new digital gateway for deep consumer engagement, well beyond traditional marketing, and provide exponential branding and promotional opportunities that can be replicated very quickly across multiple social media and online platforms."