

VISUAL MERCHANDISING · RETAIL DESIGN · SALES PROMOTION

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Re-Design at C&A

The Düsseldorf flagship of C&A presents itself in a new store design. The approximately 10.000 square feet of sales area are bright, clear and open. The new shop-fitting concept puts focus on the goods and their staging. Moreover the number of decoration areas was obviously increased. Very interesting is the Click & Collection-Lounge. Customers can fetch articles ordered online there. Furthermore there is free Wi-Fi in the whole house. C&A plans to open such lounges in nine other German subsidiaries this fall.

www.c-and-a.com

La Rosa for Anna Piaggi



Hat-fashionikon Anna Piaggi. Photo: La Rosa

One year after the passing of Anna Piaggi, the great Italian Fashion Editor, her legendary and eclectic hat collection will be exhibited at the Palazzo Morando. The exhibition "Hat-ology", curated by the master of Hat Mr. Stephen Jones, is realized in collaboration with Associazione Culturale Anna Piaggi, Comune di Milano, the Camera Nazionale della Moda Italiana. Displayed in the exhibition the stylized hat heads of La Rosa hats act as a support to the frivolous

and unique collection of Anna, from the creations of Chanel Haute Couture up the baseball hat Prada.

www.larosaitaly.com

Marco Horn supports decor metall



Marco Horn. Photo: decor metall

The display and shop fitting specialist decor metal "the shop innovators" engage Marco Horn as new Key Account Manager for the section Convenience. "Successful brand formats in offline- and online-trade have to be smartly linked on the sales area. Stores will be designed more extravagantly and emotionally, than they are at the moment. Multi-functional systems and digital signage will establish at PoS", says Marco Horn. The trained visual merchandiser has more than 25 years of experience in display and shop design and worked as Key Account Manager and Head of the Business-Unit "Genuss". He got international know-how as Sales Manager FMCG for clients in Middle and Near East.

www.decor-metall.com

Trade Invests in Shop-Fitting

German Retailers have massively invested in the appearance and the technical equipment of their stores, to still position themselves towards the online trade as an attractive shopping location. According to Ladenmonitor 2014 of Cologne based EHI Retail Institute, in 2012 companies spent 1.72 billion Euros only for shop fittings. This means the spent 320 million Euros more than in reference year 2009. As a reason for that an increasing demand for premium, natural materials as well as individual fitting elements is named next to flexible back panel systems and an increasing number of mid-room-presentations.

www.ehi.org

Christmasworld 2014

Held at the beginning of the business year, the next Christmasworld from 24th 28th January 2014 will open the new festive season with a new hall concept and an extended programme of events. At the same time, the leading international trade fair for festive decorations – The World of Seasonal Decoration – will be even more transparent for trade visitors. With its unique range of products, Christmasworld is the indispensable and reliable trend and order platform for retail and wholesale buyers and florists, shopping-centre managers, interior furnishing specialists, designers and visual merchandisers.

www.christmasworld.messefrankfurt.com