



ADVANCED DEPLOYS HIGH-IMPACT DIGITAL SIGNAGE SOLUTIONS WITHIN PRIME CANADIAN AND U.S. RETAIL LOCATIONS FOR TRENDSETTING DESIGNER DANIER LEATHER

ABOUT DANIER LEATHER

Founded in 1972, Danier Leather is a publicly-traded, vertically-integrated designer, manufacturer and retailer. Danier's collection features a wide range of garments and accessories including coats, jackets, blazers, pants, skirts, handbags, gloves, wallets, scarves, belts, briefcases, laptop cases and sweaters, all available exclusively at Danier stores and outlets across Canada and in selected areas of the U.S.A. Danier currently operates more than 90 shopping mall, street-front stores and "power centre" locations.

THE OPPORTUNITY

Danier Leather was looking for an experienced digital signage company to design and install a completely unique and attention-grabbing visual display solution within the Company's flagship retail locations in Toronto and New York.

DANIER LEATHER

DANIER

THE ADVANCED SOLUTION

The Advanced team was deployed to both locations to determine Danier's specific needs and provide consultation on the function and design of this unique display solution. Advanced came-up with a cutting-edge visual display solution that would make a lasting impression upon shoppers visiting both the NYC and Yorkdale Mall storefronts.

Both projects featured store-front digital signage based on a rear-projection system, as well as high-contrast, rear-projection film installed on store windows. The front-of-store displays featured high-end video production and displayed stunning and innovative images and marketing messages to immediately grab the attention of passersby. The systems were strategically located to deliver the most impactful presence, but placed so that customers and passersby did not see the actual projection equipment. Advanced provided the full, visually-dynamic solution and included post-installation support on a 24/7 basis to ensure the overall project was a success.