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CUSTOMER:
Chanel
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SECTOR:
Retail
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MINDSTORM PRODUCTS:
iBar
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BUSINESS VALUE:
• Enhanced product promotions
• Ready-made showcase
for new collections
.....

CASE STUDY:

CHANEL

CHANEL REINVENTS THE RETAIL EXPERIENCE

THE VISION:

As one of the world's most famous fashion labels, Chanel has stores in every continent. To showcase its products more innovatively, Chanel wanted to reinvent the retail furniture in its flagship stores.

CASE STUDY: CHANEL

THE MINDSTORM FACTOR:

Mindstorm created a custom-designed casing and surface for the iBar that represented the sleek and simple lines of Chanel's brand. When a product is placed on the iBar's surface, relevant information and related accessories are automatically displayed to customers

THE RESULTS:

Using the Mindstorm iBar, Chanel has created a solution that will enrich the customer experience. The interactive display can be controlled centrally at the touch of a button, which will make it easier to promote new collections. The solution is being showcased with Chanel partners for eventual implementation.

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THE MINDSTORM FACTOR

PROVEN TECHNOLOGY:

Mindstorm has shipped more rear-projected interactive multi-touch systems than any other company, including 180 metres of iBar®. All our products are CE certified.

QUALITY AS STANDARD:

We deliver the highest standard of software technology, fantastic graphics, reliable hardware and comprehensive services. Every component of every Mindstorm solution is tested for reliability and safety.

INNOVATION:

We have a dedicated Mindstorm Lab in Germany, and are continually innovating and working on breakthrough technologies. Our product range includes the iBar®, Eclipse®, Aurora, Vortex, Supercell.

GLOBAL NETWORK:

We have sales partners across Europe, Asia and the US, including Panasonic, which also provides maintenance and POS integration services. We also partner with universities on research initiatives.

THE POTENTIAL IS YOURS TO HARNESS.



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