



## Marc by Marc Jacobs

### Customer

- Marc by Marc Jacobs
- Installation at its flagship boutique in KL Pavilion Shopping Complex in Jalan Bukit Bintang
- Retail floor space approximately 3,000 sq. ft.

### Mission

The Marc by Marc Jacobs collection includes many of the designer's coveted details, including vintage lines, girly details like puff sleeves and quirky oversized buttons. His cult brand of retro-chic is also stamped on a must-have accessories line, which includes bags, shoes and off-beat timepieces. In recent years, the Marc Jacobs brand has increased the number of boutiques and direct point of service locations. This American fashion chain has recently opened its first flagship boutique in the high end luxury shopping complex - KL Pavilion situated in the heart of Kuala Lumpur. This flagship boutique presents the company's Marc by Marc Jacobs brand product line.

To commemorate its 10th year anniversary in Malaysia, the creative team has decided to turn the display wall in the boutique into a live multimedia presentation display wall. The multimedia display wall features two different video clips displays thru the projector and plasma panel that are time sync to form the overall introductory video about the brand.

### Solution

SpinetiX was chosen for this project on four distinct features as follows: -

- Blending of two different videos to form the overall introductory video requires specific synchronization. This is a powerful feature that SpinetiX signage solution can offer. Time sync can be easily achieved by assigning the master status to a SpinetiX HMP100 device and instructing the rest to follow its timing.
- Instant preview of the content to form the visual effect is yet another powerful feature SpinetiX can offer. This gives the creative team ample time to fine tune their presentation without much hassle. Flow of inspiration is uninterrupted.
- SpinetiX Hyper Media Director allows the creation of content almost effortlessly without intense and indepth training.
- SpinetiX small form factor which does not occupy and affect much of the existing setup and installation is an important shortlisting factor for Marc Jacobs. In retail space, every inch is money. The lesser the space require to present the idea, the better for the creative team.

SpinetiX is use mainly to display the introductory video about the brand as well as the latest season of their fashion and accessories.

### Installations

- 4 units of SpinetiX HMP100
- 2 units of Panasonic PT-DW6300
- 2 units of Panasonic 42" Plasma Panel

