

POP solution for hundreds of stores in multiple geographies

Tailored POP solution with easy ordering

The UK branch of Monsoon Accessorize was using expensive metal fixtures which were prone to being lost and costly to replace. The International team approached DisplayMode to find a more cost-effective solution that was easy to use across all stores worldwide.

Solutions were required for slatwall and pegboard store fixtures as well as freestanding counter top units. In total 12 new items in different sizes were required to meet all variables across their stores.

With the Reflex range of patented sign holders at the centre of DisplayMode's business, a specific solution set including Reflex Prime and Reflex Select was developed which would allow each store to select the POP required depending on needs.

After the success of an initial trial in France, Germany and Norway, DisplayMode worked with Monsoon Accessorize to establish a standardised store kit that could be rolled out across all international stores.

It was important that each store could easily order what it needed. DisplayMode developed an online portal so that orders for POP could be placed directly by the individual stores.

The UK team, seeing the success of the new POP, has also started implementing the range across all new UK stores and concessions.

“ We have managed to secure everything we required with the DisplayMode team, supported by excellent customer service and a passion to deliver. ”

About the Client

MONSOON · *Accessorize*

Monsoon Accessorize is a global brand with over 800 international branches in over 60 markets, and 450 stores in the UK. Monsoon Accessorize offers exquisite products that represent individuality, originality and strong global brand values. The company promotes cross-cultural understanding, expanding organically across the globe and international development remains an essential and inspiring area of the organisation.

Challenges



- **Global working** – Monsoon needed a way of efficiently managing a very large group of stores located in different geographies and time zones.
- **Diverse range of fixtures** – DisplayMode needed to customise the design and manufacture of 12 different POP fixtures.
- **Easy to use and cost-effective** – The final range of POP needed to be easy to use across all stores, including franchises and subsidiaries, and be cost effective.

Solutions



- **Robust, versatile materials** – As well as using Reflex Select, DisplayMode's designers developed customised solutions using petg and acrylic allowing for the versatility and durability of products required.
- **Diverse solutions** – A kit of 12 different POP items developed to cater for the different fixtures found across all stores internationally. Stores can order what they need directly via an online portal.

Results



- **A durable POP range** has been developed and additional items have since been added to the kit as the needs of stores change, all of which can be ordered directly by each store via the online portal.
- **Due to the success** of the new POP range across international stores, the UK team has now started to roll out the same POP within their own shops.

Conclusion/Result/Benefit

Using POP knowledge and manufacturing experience, DisplayMode has developed a versatile POP kit for Monsoon Accessorize that can be adapted for each store and as business needs change, whilst remaining cost-effective to the business and keeping lead times short. Materials for the POP have been selected for their durability and versatility, whilst the online portal allows for quick and easy ordering.

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