

## Case Study

Projection Artworks and DisplayMapper create next-generation in-store display for UGG



**Industry:** Retail

**Region:** UK

**Equipment list:** ML750e

**Type of solution:** Projection mapped retail installations using ultra-mobile LED projector and DisplayMapper

**Installation:** Projection Artworks



**Challenge:** UGG, the world-renowned Decker-owned footwear brand, wanted to create unique in-store video mapped installations to promote new product features including Treadlite and the brand’s monogramming service.

**Solution:** UGG partnered with Projection Artworks to create and install permanent displays across 10 UGG concept stores that stand out in the crowded retail space by showcasing the brand’s new boot – the Classic II – in a highly original and dynamic way.

**Results:** Nikolas Allison from Projection Artworks said: “Thanks to UGG’s bold willingness to innovate with us, this project marks the next generation of in-store retail display. By creating dynamic and highly engaging installations, the boxes will grab attention from every corner of the store.”

## About UGG® and Deckers Brands

Founded in 1978 in California, UGG® has built a reputation on luxury and comfort by using only the finest materials in the world, employing the highest standards of craftsmanship, and delivering new and innovative styles. Recognized as a premium lifestyle brand with more than \$1 billion in annual sales, UGG® offering include: men's, women's and kid's footwear as well as loungewear, outerwear, home products, cold weather accessories and handbags. The brand's concept and outlet stores offer the ultimate brand experience with 150 locations worldwide, including New York, San Francisco, Los Angeles, Paris, London, Tokyo, Shanghai and Beijing.

For more information please visit: [www.ugg.com/uk](http://www.ugg.com/uk) & @UGGinEurope

About Deckers Brands: Deckers Brands is a global leader in designing, marketing and distributing innovative footwear, apparel and accessories developed for both everyday casual lifestyle use and high performance activities. The company's portfolio of brands includes UGG®, Teva®, Sanuk®, Ahnu®, HOKA ONE® and Koolaburra®. Deckers Brands products are sold in more than 50 countries and territories through select department and specialty stores, 154 company-owned and operated retail stores, and select online stores, including company-owned websites. Deckers Brands has a 40-year history of building niche footwear brands into lifestyle market leaders attracting millions of loyal consumers globally.

For more information, please visit [www.deckers.com](http://www.deckers.com)

## The Challenge

UGG, the world-renowned Decker-owned footwear brand, wanted to create unique in-store video mapped installations to promote new product features including Treadlite and the brand's monogramming service.



## Projection Artworks

Projection Artworks is a creative studio and production house specialising in projected art and video-mapping for events, conferences, PR stunts, private parties and experiential activity. Often working with the world's top advertising and event agencies, Projection Artworks has created spectacular works for brands such as Nike, Disney and Red Bull. The company is the only one of its kind to offer full-scale creative and production services under one roof.

[www.projectionartworks.com](http://www.projectionartworks.com)

Unit 400 Highgate Studios  
53-79 Highgate Road  
London NW5 1TL

+44 (0)203 130 0740  
info@projectionartworks.com



## The Solution

UGG partnered with the UK's leading 3D projection and interactive experiences studio – Projection Artworks – to install permanent displays across 10 selected European UGG concept stores (UK, Germany, France and Netherlands). The installations are designed to stand out in the crowded retail space by showcasing the brand's new boot – the Classic II – in a highly original and dynamic way.

The installations bring to life the brand's new 'monogramming' service where shoppers can have their initials embroidered onto their chosen boot. The projected content includes an animated embroidery sequence so that people can experience a virtual realisation of the monogramming process.

The boot stands out because it is immersed in seasonally-themed projected CG animations, like falling autumnal leaves or raindrops. To highlight the boot's weather-proof qualities, the projected content is animated and projection-mapped around the surface of the boot to create the illusion that the weather elements are interacting with the product.

This content has been designed so that it can be easily updated as the seasons change. For enhanced stand-out, the boot is additionally displayed in a bespoke 'mirrorbox' that creates a mesmerising infinity effect. The installations use Optoma's ML750e LED projectors for their compact nature, longevity and brightness.

Weighing just 380g, this ultra mobile HD Ready little projector with 700 LED brightness and WXGA resolution, incorporates a media player, native office viewer, built-in speaker and HDMI connectivity.

The campaign has been made possible using Projection Artwork's proprietary retail display solution, DisplayMapper. As the world's only 3D projection-mapping display solution for the retail sector, DisplayMapper removes the need for complex individual set-ups by centralising the projected content through one platform. DisplayMapper also gives UGG the ability to control and update the content remotely across multiple stores, whilst using native cameras to monitor each installation.



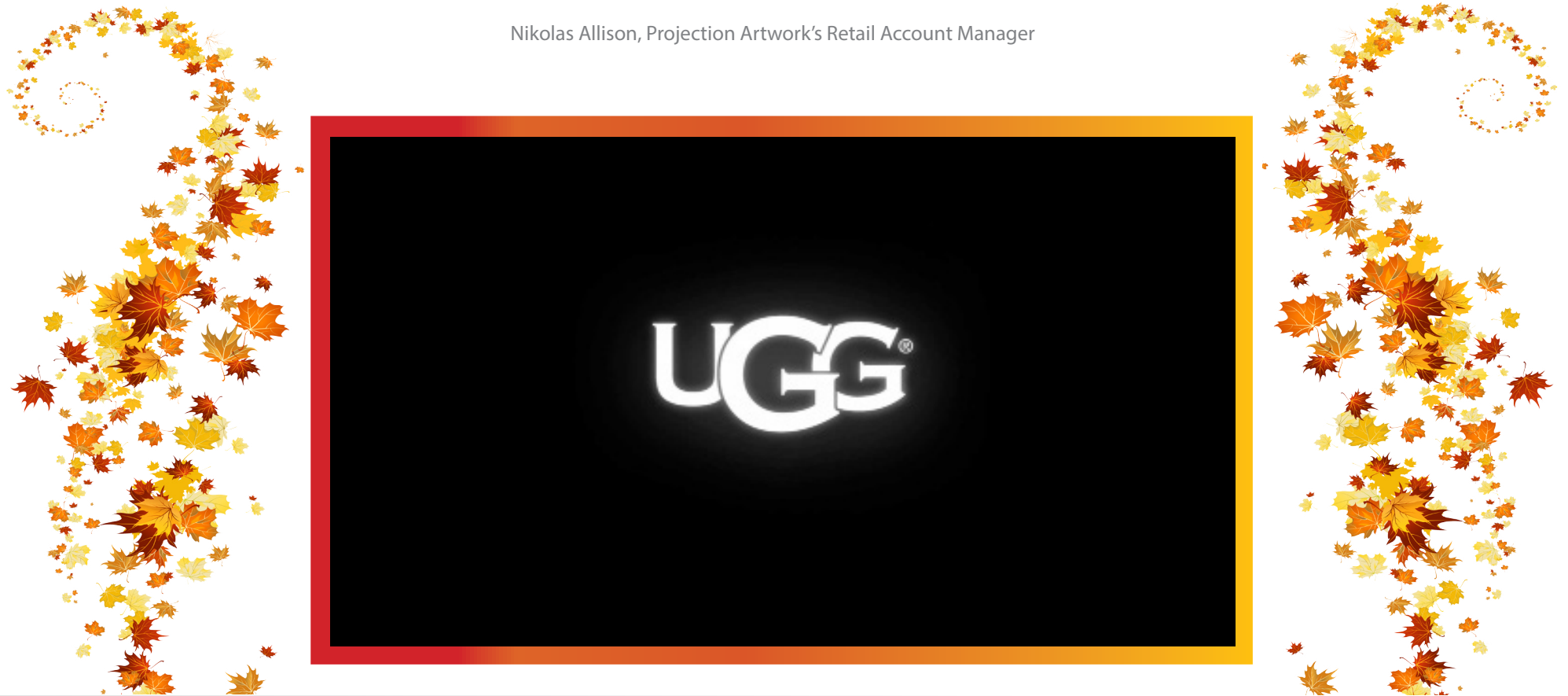
## The Results

“Placing experiential media at the point of purchase allows us to create an immersive experience in our stores and a real talking point amongst shoppers. In doing so, we’re confident that dwell time will increase and hopefully in turn result in a positive impact on in-store sales.”

Lisa Henderson, UGG’s DTC Marketing Manager, EMEA

“Thanks to UGG’s bold willingness to innovate with us, this project marks the next generation of in-store retail display. By creating dynamic and highly engaging installations, the boxes will grab attention from every corner of the store. The retail environment can be challenging for projection. But thanks to DisplayMapper – a very clever little box! – retailers are able to efficiently and cost effectively use 3D projection-mapping across a network of stores.”

Nikolas Allison, Projection Artwork’s Retail Account Manager





Optoma Europe Limited  
Registered Office at 42 Caxton Way, Watford Business Park, Watford, WD18 8QZ, United Kingdom  
Tel: +44 (0) 1923 691800  
Fax: +44 (0) 1923 691888

[www.optoma.com](http://www.optoma.com)

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