



## Rag & Bone

**BrightSign®**

Melissa Ulto was approached by London-based Rag & Bone to incorporate digital signage into the company's extensive network of high-end apparel stores. The initial deployment included more than 100 stores across the United States and in the United Kingdom, with plans in place to nearly double the number of stores following the success of the initial project. Each store required a custom design to suit the various spaces, and BrightSign's HD and XD media players are powering every installation.

In many cases, screens are suspended using custom hardware, tiled together to create dramatic video walls that loom over shoppers as they browse Rag & Bone's apparel. In other cases, video walls are placed in display windows, facing outward to attract nearby pedestrians. Highlighted installations include:

**New York City:** Rag & Bone unveiled installations in all of its New York locations during Fashion Week, including an imposing 15-screen video wall in its Soho location.

**Los Angeles:** A total of 12 screens are at work in Rag & Bone's Los Angeles shop.

A striking tapestry of content is fed to the video walls, from 4K content captured on GoPro cameras at fashion shows, to artsy high-end content from luxury photographers, videographers and other creative agents commissioned by Rag & Bone. BrightSign's management tools make it easy for individual boutiques to curate and update content on their own, leading to endless creative possibilities to suit each individual market and clientele.

For the larger video walls, content is distributed to pre-defined zones using BrightAuthor to create the individual content segments. In other cases, BrightWall is used to apply a variety of video wall effects – from cutting up content for each screen, to stretching content for maximum impact across the entire video wall.

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