

A reliable audio visual technology to create a great impression and brand promotion



A Carillion Case Study:
YOOX NET-A-PORTER GROUP

PROJECT OVERVIEW

Project:
AV presentation

Objective:
Create two video walls

Location:
Westfield, London

Tech spec:
Wall 1- 4 x NEC 46" UNS Video wall screens & 4 x Chief quick release service brackets
Wall 2 – Shallow recess- 4 x Samsung 46" Video wall bracket & 4 x Peerless push release service bracket

YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP (YNAP) is the world's leading online luxury fashion retailer with nearly ten million orders a year and three million global customers. YNAP stocks prestige brands such as Armani, Gucci and Burberry, and supports fresh lines such as the new Kingsman range based on the Kingsman films.

YOOX NET-A-PORTER depend on reliable audio visual technology to create a great impression and promote its brands

YNAP's large, busy UK offices are based in the Westfield shopping centre in West London. The offices are visited by staff from other YNAP locations, international buyers and VIP customers. Being a fashion house, presentation and functionality are vitally important to the YNAP brand.

Communication and presentation are key to a fashion house

A fashion house depends on quality, consistency and reliability to establish and build its brand.

Nicky Stone, YNAP Executive Support Manager, explained that audio visual technology is very important to YNAP, to help busy staff to work efficiently and to present a solid image.

"We have forty meeting rooms in the UK. They are in such high demand, they are like gold dust. Pressure on meeting space makes it even more important that users can start their meetings without wasting any time on setting up AV systems."

Nicky Stone sets a standard for AV that it should be simple to use and "just work," which he applies to communications and display systems alike.



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project services

Carillion Communications are leading UK AV integration experts and video conferencing specialists

- audio visual ✓
- video conferencing
- boardroom design
- digital signage ✓
- integrated systems ✓
- technical consultancy ✓
- system design ✓
- MS Hub integration
- audio/web conferences
- live events
- conference streaming
- meeting management
- maintenance/engineering ✓
- 'advantage' support ✓
- project management ✓

✓ Included in this project

Making the right first impression

Around the YNAP offices at Westfield there are twenty display screens. Some of the screens are in prime locations, in reception- which is vast, fashionable and modern- and at the side of the escalator.

The reception and escalator display systems comprise four screens (2x2). The historical problem had been that when one screen did not work, all four had to be turned off and the displays might be blank for long periods.

Nicky Stone explained that making the right first impression on staff and visitors is vitally important.

The screens show brands and also promote YNAPS's growth and impressive sales figures. Having blank displays was frustrating.

Carillion Communications installed new display systems for YNAP. Nicky Stone says, "the new screens are brighter and better colour calibrated, and they are so much easier for my team to maintain."

Carillion made sure that it is possible to maintain each monitor individually to guard against complex maintenance and maintain system up-time.



Instant positive feedback

The new displays were seen as a big improvement. Proof that first impressions count came in the form of positive feedback from visitors and YNAP's senior executives when the new displays went live.

"We have a really smart office. When things are not right, it stands out," said Nicky Stone.

"It's a big deal that our technology works and supports our business."

Carillion were professional and responsive

Nicky Stone picked out professionalism and responsiveness as key Carillion attributes. He said that he always got fast replies from Technical Consultant Richard Bowers.

"It was good to know that I always had Richard's support. When I had a question about the system he put me in touch with a Carillion engineer who went through things with me step by step on FaceTime. I found Carillion super helpful."

YNAP staff commented that the Carillion engineers were always polite and helpful, and 'just got on with things.'

"The engineers did everything with such minimal fuss, with no disruption, and then they were gone, as if they'd never been here. But we have these impressive new display screens,"

Nicky Stone said.



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The Carillion Communications difference

Dee Reed, MD, Carillion Communications, said,

"Our customers' businesses are so varied. All customers value skilled installation, minimal down-time, system clarity and usability; it's interesting to read what these qualities mean in the fashion world."

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