



REAL SUCCESS STORY



Maintaining brand consistency. Across the world.

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THE HIGHLIGHTS. For a worldwide, high-end brand like Juicy Couture, consistency across all forms of brand communication is absolutely essential. With international expertise and an unmatched understanding of protecting and adding value to the brand image, North American Signs was a clear choice for Juicy Couture's international signage, starting with their flagship store in London.



THE CHALLENGE. A sign is often one of the most important experiences a customer can have with a brand, and it's paramount for that experience to remain consistent at every store, all over the world.

This is exactly the type of challenge Juicy Couture—a well-known, high-end, international fashion brand—brought to North American Signs. Juicy Couture U.S. provided us the opportunity to manufacture and install signage at their flagship store in London that reflected the look and feel approved for the U.S. market. And all on an extremely tight timeline—just four weeks from the beginning of the project to the final install.

THE SOLUTION. True to our detail-oriented nature, our focus for this project was always upon ensuring that every curve, every letter, and every finish was exactly as it should be according to the brand guidelines, and that the signage quality was worthy of the brand it represented.

North American Signs' contribution included precise design, engineering and manufacturing. Our diligence and constant communication kept the project moving forward. This included coordination with suppliers, internal contacts, general contractors, international installers, storefront providers, and of course, our clients at Juicy Couture.

Additionally, once the signage was manufactured, we used our extensive international experience and strong vendor partnerships to arrange for the signage shipment, pre-assembly and installation preparation ahead of time.

THE RESULTS. The signage for the London store was not only installed on time—it was finished early. This allowed the store to open ahead of schedule and capture additional sales during the busy winter holiday season.

Recognizing the importance of the quality and flexibility that sets us apart, Juicy Couture has been very pleased with the work North American Signs has provided. So pleased that we have now completed multiple international projects for the brand, with more on the horizon.

How can North American Signs add value to your brand image?
Call 800.348.5000 or visit www.northamericansigns.com to start the conversation.