



RETAIL

INVESTING IN TECHNOLOGY







Bose background audio with twin projection.

## OVERVIEW

Landing in southern California in the 1970's, armed with a bag of sheepskin boots and a passion, Brian Smith began one of the most high profile lifestyle brands of our time.

The beaches provided a relaxed and comfortable environment that Brian found was a perfect fit for his brand, selling boots to surf shops up and down the west coast of America. As the boots popularity and awareness grew, they found their way from the sandy shores into stores in towns and cities. The boots became a way of life and were not just liked, but loved.

The iconic Classic Boot – a traditional boot in chestnut or black with sheepskin inners set the standard. Celebrity endorsement paved the way to UGG being accessible to all, becoming a fashion must have. As momentum built so did the style and colour choice. Many have tried to imitate the sheepskin inners, but don't even get close to its look, feel and sustainability.

London, United Kingdom (& EMEA).

## HIGHLIGHT

As with any company, its strength, character lies in its integrity, as a brand UGG has a strong iconic image as a quality manufacture at the cutting edge of fashion, as such we felt the AV used within each store should reflect this with a strong company standard.

Following several meetings with the team at Decker's we settled on a store standard that not only delivered simplicity, ease of use and deployment but also supported and strengthened the brands image.

For this we focused on four key manufacturers Bose, Samsung, Onelan and Middle Atlantic between these manufacturers we have put together a solid standard the ads to each and every store.

“ I take it all back:  
LONG LIVE the Ugg boot!  
Vogue Italia EIC Franca Sozzani ”



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Brand reinforcement with the help of a GoBo projector.

Approaching 40 years since launching on a west coast beach, UGG has become synonymous with luxury affordable footwear and apparel.

A collaboration with Liberty London celebrated the quintessential British fabric design incorporated into sheepskin lined slippers boots and classic UGG boots. More recently UGG has invested in the homeware and fashion markets in a style that only they can showcase.

Positioned at the front of the new Crown Estates highly anticipated Quadrant development, the opening of UGG Piccadilly London, was the fifth concept store in the UGG portfolio

The past four years has seen UGG grow into further towns and cities in the UK including Liverpool, Bicester and the sophisticated Westfield White City London.

Working with UGG has allowed AT&C to set up a standard for all stores which is not only key to enforcing the brand, but also to improve store deployment and ongoing maintenance.

The background music systems throughout the UGG brand were designed around a Bose solution, to deliver premium quality sound and provide easy control, and to allow any future enhancements.

Setting a precedent for UGG stores and the start of the upgrade programme is an exciting time for AT&C. Audio is only a small part of the standard being achieved. Network and offsite rack build standards play a big part in effectively improving the store roll out time and system stability.

UGG Piccadilly benefits from having the brand logo projected on to the main entrance floor via Gobo Scans. AT&C are looking to deliver this throughout the other

stores as part of the upgrade programme. Digital media players are a further standard to be introduced to the scheme which will roll current brand content on to projector screens as well as video walls.

AT&C have been to Germany and France to commence the European programme of works. Media walls have been installed in showrooms in Inglostadt, Dusseldorf and Paris, whilst the video conferencing package has been installed in the French head office in Annecy Le Vieux.

IT Director, James Reid – Deckers Brands comments:

I am delighted to recommend the team at AT&C Professional Systems Ltd for their Consultancy, Project management, Installation and ongoing preventative maintenance. Deckers Brands have been working closely with AT&C for over a year, with the team covering all of our AV requirements and certain network requirements across our European operations, including our offices and retail estate in the UK, Holland, Germany, Austria and France. The success of any B2B relationship depends in large measure on the team's ability to communicate and work collaboratively, AT&C have consistently offered an excellent contribution to the team here at Deckers Brands.

