

Big in Japan

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PERSPEX



Distribution Ltd

Featured Products: Perspex® Cast Acrylic



Japanese retail culture has been exported to London with the launch of the UNIQLO European Flagship Store at 311 Oxford Street. Japan's number one clothing retailer has a history deeply rooted in colour, witnessed throughout the 3-storey London store in its garments but also, in its POP.

The installation of large fluorescent Perspex® cubes which sport a vivid, fluorescent edge are used as plinths for the store's mannequins but equally, act as a metaphor for the UNIQLO style of fresh, bright colour. Appearing to glow when witnessed from any angle, the Perspex® cubes produced by Inplas Fabrications, "used every one of the Perspex® Fluorescent colours in the range and even some of the anti-reflective options to produce a vibrant abstraction of the UNIQLO brand" says Inplas' Trevor Smith.

Coupled with a new logo and a different approach to the design of their retail outlets, leaning more towards Japan's younger, pop culture, the fluorescent

Perspex® plinths scattered throughout the store exemplify all that is distinct about the UNIQLO brand identity.

For further information or samples of any of the featured products in this article, please contact your local Perspex Distribution branch:

continued overleaf...

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