

Xvision strikes a pose in Selfridges' showcase

Xvision's range of CCTV products are commonplace in many retail environments up and down the country but the British security brand could never have imagined their professional monitors would be used as an integral part of Selfridges' legendary window displays.

July 2008 saw the unveiling of Selfridges' latest creation, entitled Cubic Futurism, in which Xvision's 14 inch and 21 inch CCTV monitors made their fashion debut promoting some of the world's best-known fashion brands including Dolce Gabbana, Fendi, and Adidas. The monitors blinking with a cold glow and their electrical wires snaking across the floor are used as a quirky iconic feature. They stand proud as the main focal point of this season's cutting edge, digitally-inspired window display in which powerful neon hues and bold shapes highlight kitsch style collectables and retro gloss black mannequins dressed in this season's must have looks.

The Oxford Street stores' shop windows are perceived to be one of its chief assets in selling itself and have recently seen some memorable and innovative displays become instantly elevated to works of art. Passed by thousands of people on foot, hundreds of taxi's and a continuous procession of buses every day, they have proved to have the potential to create a huge impact.

It was imperative for Selfridges to find monitors that would sit well with their theme of retro futurism. 'Our production team spent a great deal of time researching monitors and worked hard to find a style that would fit the original design brief' says Sarah McCullough, Styling Manager at Selfridges of London. 'It was important to us to find a monitor which had a fairly cubic form and would have looked at home in a modern gallery space or a futuristic film.

Further inside the store the futuristic theme is carried forward up through the atrium where Xvision monitors are used again, this time bringing attention on to Ashish and the designer label's latest collection.

'Seeing the Xvision brand in the windows of the one of London's most famous department stores is indeed an accolade' says Mike Norcross, Marketing Manager at Xvision. 'To have our products used in such an imaginative and bold way is something we at Xvision are very excited about'.

Since the first Xvision product was launched in the UK in 2001, the CCTV & Security Solutions brand has become one of the most respected in the UK, building its reputation on products of unrivalled performance, high quality and great value. Asked why Xvision monitors were used above any other brand, McCullough says 'The Xvision monitors fitted the bill, both in terms of aesthetics and our budget'.

'The installation of our monitors inside the Selfridges store highlights Xvision's growing brand presence in the UK', explains Mr. Norcross. 'We are delighted our products have been selected alongside some of the worlds leading designer names inside London's ultimate shopping destination and used for a purpose other than security!'



