

# CHRISTMAS DECORATIONS

David Jones  
Australia

David Jones is an Australia based, world-class department store retailer offering a wide-range of high quality merchandise to its customer for over 175 years with 39 stores nationwide.

With a vision to create a premium and contemporary seasonal display across their store portfolio this world renowned brand appointed Global Display to provide over 1,000 Christmas Trees, display lights, wreathes and over 400,000 baubles (enough to fill an Olympic swimming pool!) to ensure a unique and bespoke design for their Christmas 2015 seasonal campaign.

Each of the seasonal props were made to a bespoke layout, with careful consideration for transport, distribution and localised regulations, along with the requirement for multiple re-use annually within the store environments.

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Ensuring successful implementation of the decorations and display props was achieved through both localised support teams and detailed sets of assembly and installation instructions.

The entire project took just 5 months from commencement to installation with design and prototypes undertaken in Australia, the UK and the Far East to ensure an efficient development program, culminating in a concurrent store launch program across all locations.

**Global Display** are leaders in creating contemporary retail interiors, with a cohesive approach incorporating retail design, fixtures & fittings, mannequins and visual merchandising.

The London Studio provides mannequin manufacture, renovation, repair and respray services along with wig, hair and make-up utilising the latest in innovative techniques and materials.

Locations in the UK, South Africa, Australia and China ensure a truly global approach to providing award winning retail supply solutions for brand led retailers.

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