

# CASE STUDY



HUNTER BOOTS - YORKDALE, 120mm LIGHT BOXES

## H U N T E R   B O O T S   -   I M M E R S I V E

### **Hunter** - The Rain Icons

Hunter is a British heritage brand established in 1856. It's iconic boot is known for its durability and functionality to protect from the elements. From pioneers and explorers to celebrities and icons, Hunter boots are synonymous with chic ruggedness and quality footwear. Today the boots are instantly recognizable on the festival fields in Britain and on the streets of cities across the globe.

### **The Ask**

Hunter was looking to create a new retail environment to pay homage to the brand's origin - the Scottish highlands. In order to evoke a unique sense of country, the brand envisioned their in-store space with bright, bold images of rugged terrain, unyielding conditions and those who would brave the elements with their trusted Hunter Boots.

### **The Solution**

Working directly with the architects, the store design team and Hunter, The LOOK Company's development group created custom lightbox installations. By using dye sublimation fabric prints in the lightboxes, the large-format graphics could achieve a colour spectrum beyond the limitations of paper substrate. The lightboxes eliminated unwanted shadows, keeping the images saturated and impactful. Overall, the retail space was immersed in imagery of the highlands, offering a backdrop for interactive product displays and highlighting key promotional messages.

### **The Value Add**

Signage can be easily changed to accommodate seasonal and brand promotions by in-store staff at the store level.