



Stella McCartney digitizes global retail storefronts with Sony BRAVIA Professional Displays, supported by TRISON

As part of its partnership with Sony, fashion designer Stella McCartney has installed Sony BRAVIA BZ40L, BZ35L and BZ30J Professional Displays across 11 of its global flagship retail stores, digitizing the storefronts to promote the Winter 2024 collection.

How we helped



The Challenge

- Create a series of high-performance, sustainable window displays that are suitable for Stella McCartney global flagship stores and representative of the brand essence and experience
- Build upon the existing partnership between Sony and Stella McCartney that began in early 2024, when Sony BRAVIA Professional Displays were used to showcase Stella McCartney's Winter 2024 runway show during Paris Fashion Week
- Ensure each flagship store receives a tailored display configuration based on the window size and layout. The digital display needed to be easy to install, flexible and use a mix of screen sizes to maximize impact



The Solution

- Sony BRAVIA BZ40L, BZ35L and BZ30J Professional Displays were installed across 11 of Stella McCartney's global flagship retail stores, digitizing storefronts to promote the Winter 2024 collection
- Digital integrator TRISON UK worked with Stella McCartney to install the Sony BRAVIA Professional Displays in custom, flexible designs to suit the needs and arrangements of the flagship stores
- The choice of Sony BRAVIA Professional Display models was made with sustainability in mind, thanks to sustainable elements such as highly recycled SORPLAS™ plastic, reduced packaging and printing and sustainable product features



The Outcome

- The high-quality and premium design of Sony BRAVIA Professional Displays ensures superb 4K image quality and exceptional color and contrast across the window displays of the 11 flagship stores
- The displays feature Deep Black Non-Glare Coating and deliver incredible picture quality while mitigating reflections, even in the challenging lighting conditions of the bright, colorful retail storefronts
- The sustainable elements at the core of Sony BRAVIA Professional Displays help to reduce waste and better understand energy consumption, aligning clearly with the sustainable manifesto of the brand

Flexible solutions to meet each store's needs

Each flagship store required a different configuration based on the window size and layout. Stella McCartney therefore required a solution that could be easily installed and remain flexible to reconfigurations as and when needed. Digital integrator TRISON UK worked with Stella McCartney to install the Sony BRAVIA Professional Displays in custom, flexible designs to suit the needs and arrangements of the flagship stores.



Premium design meets high-performance technology

The existing partnership between Sony and Stella McCartney began in early 2024, when Sony BRAVIA Professional Displays were used to showcase Stella McCartney's Winter 2024 runway show during Paris Fashion Week and its sustainable manifesto for Mother Earth. Stella McCartney recognized the high-quality and premium design that Sony BRAVIA Professional Displays are built upon. The BZ40L displays feature Deep Black Non-Glare Coating and deliver incredible picture quality while mitigating reflections in even the most challenging lighting conditions, including bright, colorful retail storefronts. Much like Stella McCartney's Paris Fashion Show, the designer wanted a mix of screen sizes to maximize impact. The BZ30J boasts superb 4K image quality, exceptional color and contrast, and is available in a compact 32-inch size.

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Our Stella McCartney global flagships represent our brand essence and experience. Our retail storefront solution therefore needed to deliver the premium high picture quality needed to showcase the creative energy, fashion and impactful details of our Winter 2024 campaign. Not only did Sony technology help us bring our vision to life, but the brand also shares our values in sustainability and innovation.

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Stella McCartney brand

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Leveraging TRISON's global presence to deliver a high-quality, professional and premium project and solution for Stella McCartney's flagship stores was really exciting for the whole team. It's something only TRISON, working with a brand like Sony and its impressive BZ range, could provide.

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*Peter Critchley
UK CEO, TRISON*

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Following the success of Stella McCartney's Winter 2024 runway show during Paris Fashion Week, it was a privilege to work with the designer again to support their new retail storefronts, with technology at the core to promote their Winter 2024 collection. We pride ourselves on the outstanding image quality and premium technology our BRAVIA Professional Displays can bring. With this technology, sustainability has always been an important focus, from initial concept to installation.

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*Mark Stanborough
Business Development Manager, Sony Europe*

Sustainability at the heart of the partnership

As a progressive luxury brand, Stella McCartney has always been forward-looking. It strives to create products with as little environmental impact as possible, while taking responsibility for the resources used and the impact on people, animals and the planet. The fight against biodiversity degradation and climate change requires the entire fashion industry to work towards transformations that have an impact on our wider ecosystem.

Sony's Road to Zero: Sustainable innovation in BRAVIA Professional Displays

Sony is acutely aware of the environmental impact of the brand and its products, and is committed to sustainability, from the development process to the visual experience. Sony is implementing a long-term environmental plan called "Road to Zero," which aims to build a sustainable society. It aims to have zero environmental footprint over the entire life cycle of its products and business activities by 2050. True to these goals, Sony is increasing the rate of recycled materials in its devices, without sacrificing design and durability. The group has reduced the overall use of virgin plastic by up to 60% thanks to the SORPLAS™ recycled plastic material developed by Sony. In addition to recycled plastics, Sony is accelerating its efforts by reducing product energy consumption, eliminating plastic from the packaging of small, newly designed products and introducing renewable energies.

The BZ40L series is one of 15 BRAVIA Professional Display models that incorporates these sustainable elements, from using highly recycled SORPLAS™ plastic to reducing the ink used on boxes, as well as making stands optional to reduce waste and creating an Eco Dashboard to better understand energy consumption based on the setting configuration.

Sony BRAVIA Professional Displays at 11 Stella McCartney flagship stores

The new Stella McCartney retail storefronts with Sony BRAVIA Professional Displays can be viewed and experienced at the following 11 flagship stores:

- LONDON, UK
- PARIS, FRANCE
- SOHO, NYC, US
- AOYAMA, JAPAN
- LANDMARK, HONG KONG
- MILAN, ITALY
- MADRID, SPAIN
- BARCELONA, SPAIN
- COSTA MESA, CALIFORNIA, US
- LAS VEGAS, US
- BAL HARBOUR, FLORIDA, US



Precautions for Shopfront Display Installations:

- Please consult with your system integration partners before making a purchase.
- Warranty Limitations: Damage caused by direct sunlight and UV exposure is not covered by the warranty.
- Temperature and Humidity Compliance: Ensure that the operating temperature and humidity levels are within the product specifications.
- Visibility Considerations: Display visibility may be reduced depending on the usage environment.



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