

## CASE STUDY



# Desigual®

## Desigual installs VS-PeCo and fulfils its philosophy of Visualisation of the Marketing Effect in its shops.

### CLIENT

"Desigual, it's not the same" is not just a slogan chosen when the company was founded in 1984, but also a philosophy followed on the path to becoming a major Spanish fashion brand. At 20 years of age, Thomas Meyer, a Swiss designer resident in Ibiza, imagined a fun product, unconventional and affordable. The idea of using carefree and colourful prints, as well as the incorporation of graffiti art, assisted in its expansion in the 90s. Since then, the expansion of Desigual has increased to the point that today it has 2500 points of sale and 200 corners and shops spread through numerous countries, which include Spain, France, Italy, Portugal, Greece, England, Holland, Switzerland, Czech Republic, Lebanon, Taiwan and Japan. In all of these, they have succeeded in transmitting their idea of differentiation, not only in every article they design, but also in their way of understanding the business.

### CHALLENGE

Following this innovative strategy, Desigual didn't want to conform to traditional models of store development. Their concern was essentially based on the usability of these stores and the observation of their product. For this they required the installation of systems where the technology would permit not only the surveillance of each and every one of their stores to ensure efficient operation but also the acquisition of visitor traffic data for studies to gauge customer response to promotional activities.

### PROPOSED SOLUTION

After interpreting the needs of Desigual, Visual Tools proposes its VS-PeCo product as a solution. This begins with the installation of a VS-PeCo unit in each outlet in which, depending on size, up to 16 cameras are connected. One of these is positioned with a central view over the main entrance, obtaining the traffic flow data. The count data are recorded by the VS-PeCo and transmitted automatically to the Desigual offices in Barcelona, where all information reception is centralised.

### RESULTS

At present, Desigual has surveillance and people counting in all of its Spanish stores, as well as some of those abroad. Once the system was implemented, Desigual are able to know, from a centralised location, what is happening at any time in any of its shops. Remote access to video images is now fast and easy. The utilisation of video motion detection that the system offers allows recording to be limited to those times when someone is occupying a certain area of the shop, and in this way, helps to gauge the degree of interest in certain products or offers.

On the other hand, the sales department has a powerful tool for business development which permits it to measure the effectiveness of marketing campaigns. The comparison of results between different establishments provides Desigual with information that is highly useful in the decision making process with regard to its continuous expansion. Count data are also key to establishing future sales objectives.

Desigual has already begun exporting this solution beyond the borders of Spain.