



Creating Holiday Memories

Lladró is a contemporary, stylish, and exclusive lifestyle brand best known for their porcelain sculptures. The challenge was to showcase their brand and style while standing out from the downtown holiday retail noise in their New York City store. The New Jersey location of C2 Imaging, a division of The Vomela Companies, was up to the task.

"C2 is an amazing partner. They are committed to getting the job done, and are responsive and innovative,"

- Lladro's New York Store Manager

Contact Us hello@vomela.com



The Solution

To stay relevant and boost customer engagement, C2 Imaging agreed to update the company's window graphics bi-monthly and has been doing so for seven years. The European design team provides digital artwork and provides C2 team with 72 hours to turn it into ready-to-install print graphics. This year, interior and exterior windows graphics were printed and installed using PETG 30-point vinyl diecut into shapes and then layered.



Materials used:

- PETG 30-Point Vinyl
- Die Cut
- Installed in Layers





The Results

The frosted gold and silver snowflakes on a blue background along with hanging snowflakes created a festive, yet classy look to showcase Lladro's sculpture, lighting, home accessories, and jewelry. The fresh and modern graphics help them stand out in a competitive retail area.

