

DUGGAL VISUAL SOLUTIONS

SHISEIDO

Design Services
One of Japan's proudest and most prized consumer brands, Shiseido aims to inspire a life of beauty and culture through high-quality cosmetics sold in select department stores and pharmacies globally. Shiseido was founded in 1872, making it the first Western-style pharmacy in Japan and one of the oldest cosmetics companies in the world.

Duggal Visual Solutions partners with Shiseido to bring its retail displays from Vision to Visuals, most recently in Macy's Herald Square. Seeking more than the average in-store display, Shiseido was drawn to Duggal's new LUMIPIXELS™. Duggal led a cross-departmental project spanning rendering, fabrication, welding, acrylic, dye-sublimation, programming and installation to bring a vivid, 14-foot-tall display to perhaps New York's most iconic shopping destination.
See more information at www.duggal.com

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