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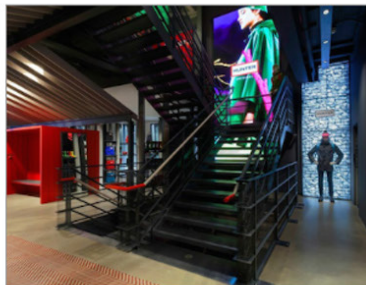
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Immersive retail for new Hunter flagship

Wednesday February 4 2015

Digital in-store content, music and design at heart of brand's new Regent Street store

An immersive retail environment, including videowalls and bespoke music connected through a common control platform, has been rolled out at the heart of [Hunter Boot's](#) new flagship store on London's Regent Street.



[Music Concierge](#) and sister company [Kaleidovision](#) joined forces to realise the vision of Hunter's creative director Alasdair Willis, with the aim of transforming Hunter from a wellington boot company into a full-blown brand.

The agencies jointly conceived, developed and implemented the environment to heighten the customer experience, taking advantage of a common control platform.

Shoppers at the new 5,000 sq. ft store are met with a five-metre-high LED videowall running through the three-storey building. This wall has been fully optimised by Kaleidovision and is matched by complementary aural soundscapes and a bespoke music concept created by Music Concierge.

The aural landscape

Hunter asked Music Concierge to design unique music and sound concepts that reinforced the interior design and feel of different retail zones across the store, whilst curating music that was relevant to the different Hunter Original and Hunter Field audiences.

With references to music festival culture interwoven into the main sound of the store, and a contemporary but pastoral playlist design reflecting Hunter Field's specialised performance wear, the aural experience is complemented by stand-alone headphone channels and specially-commissioned ambient field recording soundscapes for the changing rooms and lift areas that immerse the listener in both summer and rain weather sequences.

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Visual dynamics

Kaleidovision produced and edited the branded video content as well as special live feed-driven 'wet weather events' in the form of video and audio sound effects such as heavy showers and thunderstorms. The live web-based weather moments, provided by the Met Office, which punctuate the atmosphere every 30 minutes, focus on eight specially-selected epic locations where the rain is at its heaviest.

Kaleidovision handled all content management, converting branded content from 16:9 widescreen to fit the unusual aspect ratio of the giant screen. This is played out on their KL4 platform, which is also compatible with Music Concierge's audio playlists; while KL4-M AV players address the videowall, a KL4-A plays the audio content.

In addition to creating bespoke content for the big screen, Kaleidovision has also provided the creative direction for repurposing other existing Hunter-branded assets, such as runway shows and campaigns — editing the landscape format to make it work in portrait mode and at the same time adding graphics and animations.



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