

HELO FORM[®]
FOR VICTORIA'S SECRET
CASE STUDY





About the project

Client:	Victoria's Secret
Location:	Westfield Shopping Mall Prague, Czech Republic
Usable space:	29 m ²
Workshop:	HELO FORM® design studio
Scope of collaboration:	complete set-up of a temporary pop-up store

Collaboration background



The client presented us with a ready-made concept for a pop-up store fitting, with the aim of translating it into the language of modular solutions. The investor had clearly defined expectations, which was both a facilitation and a challenge for our design studio.

We faced the task of creating a fitting that best reflected the design provided to us, all within a strict budget and timeframe. When analysing the key parameters of the project handed over to us, we prepared recommendations for further actions, which included elements such as a list of finishing materials or suggestions for future use of the fitting.

The variety of solutions and the possibility of using a pop-up store area in different locations have proved to be our hallmark against competing offers. Naturally, our Investor discussed other manufacturers of display systems, but their offers were mainly based on single-use solutions – designed on a plasterboard or furniture frame and not reusable.

In the context of growing environmental awareness, it is worth remembering that single-use promotional stands are seen as less environmentally friendly.



Relocation? Image changes? It's easy!

The pop-up store, which premiered in Prague, can also be used by the Victoria's Secret brand in other locations. Furthermore, in the event of the need to adapt to local market conditions or to launch new advertising campaigns, our Client's temporary shop can look different each time – all it takes is a quick change of façade layout or the addition of selected accessories.



Replaceable graphic panels

To facilitate endless outlet makeovers. Whether it is a trade stand or shop shelving, we have a variety of infill options – graphic panels, structured panels, made of perforated metal or wood. Possibilities are almost endless.



Functional accessories

Additional shelves, lighting points, plant installations or advertising screens are only some of the elements we can use to enhance our display. When our needs or marketing strategy change, we do not need to invest in more fittings – modular systems allow us to be prepared for every possibility.



Front to the customer

Pop-up store concepts are more than just a few shelves with an in-store display. The Investor wanted to create a space that was unique and at the same time open to all customers. Luxury and premium brands are often associated with limited accessibility, hence the idea to go front to back and locate the fitting in the main shopping mall arcade. The pop-up store we created in collaboration with Victoria's Secret reflects the feminine nature of the brand. "Store inside a store" was filled with pastel colours, which are a powerful branding tool for the VS brand. The project includes a showcase for mannequins, cosmetic niches for presenting perfumes, lockable cabinets and an intimate fitting room with a mirror. The entire arrangement was completed with:

- large-format campaign images,
- LCD screens for the presentation of promotional videos,
- soft lighting that appropriately highlights the product range,
- illuminated spatial logotype,
- modular system floor.



Turnkey solution

Taking on the Victoria's Secret project, we knew that the key to its success was choosing the right materials. Materials that will ensure the durability of the construction, enable its long-term use and respond to the growing customer demand for flexible solutions. The basis of our project is a modular skeleton made of aluminium – a lightweight yet extremely strong material. Aluminium is corrosion-resistant and easy to clean, making it perfect for use in such dynamic and demanding environments as commercial spaces.

We have selected the finishing materials to suit the Client's tastes, preferences and needs, while creating a coherent and aesthetically pleasing whole that is easy to maintain. A variety of textures was also important to us – in order to add depth and character to the arrangement.



👁 Display case

To arrange the display case with the mannequins, we used transparent Plexiglas panels that perfectly imitate glass panes. They are lighter and safer than traditional solutions.

The advertising campaign photos, which are on the facade of the fitting, were printed on glass panels. This ensures that the photos are clear, appropriately saturated and provide a high degree of image plasticity.

👁 Walls

We covered the walls of the temporary shop with frosted plexiglass panels. We have used a 3D effect print on some of them – the subtly intermingling colours of pink evoke slats, and correspond perfectly with the fabric that masks the fitting room.

👁 Floor

The porcelain stoneware we used for the floor is a material that is resistant to scratches, abrasion, stains and mechanical damage, making it ideal for high-traffic areas.



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