

Case Study



Overview

Sound solution for launch of
NET-A-PORTER / Karl Lagerfeld Cube

Product

4 x F1.3 audio drives

Designer

FABLEMAZE
www.fablemaze.com



Luxury fashion e-tailer Net-A-Porter teamed up with legendary designer Karl Lagerfeld to launch KARL, an affordable womenswear line sold exclusively on Net-A-Porter.com. Fablemaze was asked to promote this NAP/Lagerfeld launch in an innovative and arresting way that supports an augmented online shopping experience and “make fashion/technology history”. The solution enables members of the public to shop the KARL collection by simply pointing their iPhone or iPad at a bespoke interactive cube installation in Saint-Germain, Paris as well as five interactive ‘window shops’ in London, Paris, New-York, Berlin and Sydney.

Sound was generated in the NET-A-PORTER / Karl Lagerfeld Cube by a timed response to proximity sensors on the Cube base. When a passer-by lingered, videos would play on the internal projection screens with sound generated by FeONIC drivers on two of the main Cube glass panels.

“They were very easy to install and took up a fraction of the space of conventional speakers, plus they gave an ambient acoustic effect that would have been very difficult to achieve with otherwise”.

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