



Tailored Reflex solution to help hundreds of Monsoon stores

Adaptable Reflex solution set with easy international ordering

WHO?

Monsoon Accessorize offers clothing and accessories that represent individuality, originality and strong global brand values. The company promotes cross-cultural understanding, expanding organically across the globe, and international development remains an essential part of the organization.

WHERE?

Monsoon Accessorize is a global brand with over 800 international branches in over 60 markets, and 450 stores in the UK.

WHY?

The UK branch was using expensive metal fixtures which often got lost and were costly to replace.

The International team needed to find a more cost-effective solution that could be used across all stores globally.

Solutions were required for slatwall and pegboard fixtures, and also freestanding counter top units. In total 12 new items were required to meet all variables across their stores.

MONSOON · *Accessorize*



WHAT?

A bespoke solution set combining Reflex Prime (pre-formatted range) and Reflex Select (customized range) was developed which would allow each store to select the POP required depending on the style of fixtures that store had.

WHEN?

Following a successful trial, in 2017 a standardized kit was established that could be rolled out across all international stores.

We also developed an online portal so that items could be ordered directly by stores.



THE SOLUTION

Reflex Prime is our original robust and durable sign holder. Available in a range of popular, pre-formatted sizes, Reflex Prime stretches to fit 98% of all face-outs - no other product on the market fits so many face-outs. The unique flexibility of Reflex Prime means signs will merely flex when knocked by shoppers ensuring in-store signs stay in place. Promotional graphics are also quick and easy to change by shop-floor staff.

And it isn't just face-outs - clothes rails, prong arms, ticket holders, shelf edges, circular rails...Reflex Prime will stretch to fit them all, and is also available with a number of attachments (face-outs, prong, disc and flexi strap) for added versatility.

The adaptability and durability of this patented product is what makes Reflex Prime the versatile go-to option for so many retailers.



DISPLAY MODE INTERNATIONAL INC.

1001 4th AVENUE, SUITE 3200
SEATTLE, WA 98154 USA

1-833-390-6423
SALES@REFLEXSIGNHOLDER.COM

REFLEXSIGNHOLDER.COM