

3D theatre for Edgars store windows

Fashion Media, a new subsidiary of [Primedia Unlimited](#), will change Edgars' department store window display areas into 3D industrial brand theatres, as part of its new contract for the nation's in-store advertising rights.



Fashion Media CEO, Sean Reed, explains, "The business has been added to Unlimited's stable to complement the retail advertising and activation specialists in the group and offer advertisers a 360° in-store and in-mall media solution."

It will also offer advertising space on in-store escalators, hanging banners, lifts, gondola ends and bleachers and the in-store promotional space and advertising platforms within the fitting rooms.

"We look forward to having a media owner manage our in-store advertising for Edgars and Red Square stores. The first in-store advertising campaigns shall go live in the next few months and we look forward to the value that the new platforms will add to the shopper experience," comments Belinda Godfrey, marketing executive of Edgars.

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