

SONY

Sony BRAVIA Professional Displays Power Stella McCartney's Global Store Digital Signage

In an innovative partnership with Sony, renowned fashion designer Stella McCartney successfully transformed the retail landscape by digitizing storefronts across 11 flagship stores worldwide. Utilizing Sony BRAVIA professional displays, the collaboration promoted the Winter collection, showcasing a blend of high-performance technology and sustainable practices that resonate with modern consumers.



11 Flagship Stores Worldwide

London • Paris • Milan • Barcelona • Madrid • Bal Harbour • Costa Mesa
Las Vegas • NYC SoHo • Hong Kong Landmark • Aoyama



CHALLENGE

Stella McCartney set out to create **sustainable, high-performance window displays** that embodied the brand's signature style and elevated the customer experience. Each flagship store required a customized slayouts, ensuring every installation was both impactful and simple to deploy.



SOLUTION

Sony's BRAVIA BZ40L, BZ35L and BZ30J professional displays offered the perfect blend of **performance and purpose**. Engineered with recycled materials and reduced packaging, the displays aligned with Stella McCartney's sustainability goals while delivering stunning clarity, color and contrast across every storefront.



OUTCOME

The collaboration resulted in captivating digital displays that bring Stella McCartney's creative vision to life. With brilliant 4K imagery, **Deep Black Non-Glare** technology, and energy-efficient design, Sony's BRAVIA displays reflect the shared commitment of both brands to innovation, sustainability, and an elevated retail experience.



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Our Stella McCartney global flagships represent our brand essence and experience. Our retail storefront solution, therefore, needed to deliver the premium high picture quality needed to showcase the creative energy, fashion, and impactful details of our Winter 2024 campaign. Not only did Sony technology help us bring our vision to life, but the brand also shares our values in sustainability and innovation.

- Stella McCartney Representative

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Read the full case study.

Sony Professional Display Solutions for Retail

Elevate Your Retail Experience with Sony Professional Solutions

In today's competitive retail landscape, brands must leverage cutting-edge in-store technology to create engaging customer experiences. Sony Pro Display Solutions offer an unparalleled opportunity for retailers and brands to elevate their storefronts with stunning visuals that captivate and inspire. By integrating high-quality displays built for 24/7 usage and commercial use, brands can effectively showcase their products and tell compelling stories that resonate with consumers.

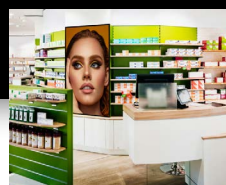
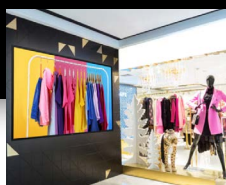
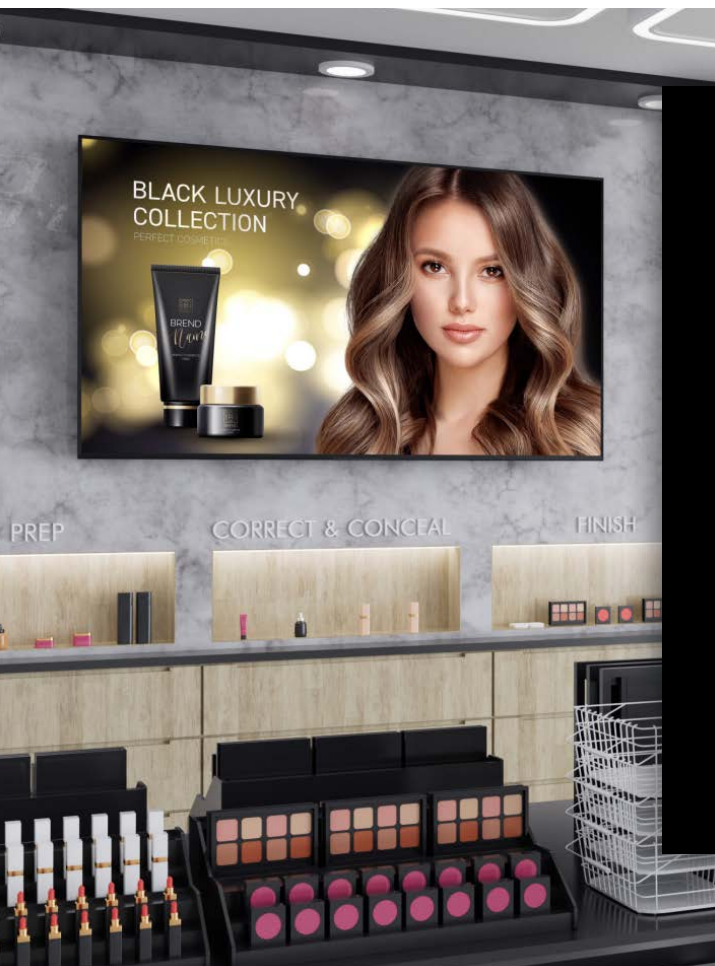
[Learn More >](#)

Professional Display Portfolio

Sony's professional displays deliver the performance and reliability that make them a trusted choice for retail digital signage. With 4K resolution, high brightness, and precise color accuracy, they showcase every detail of a brand's story — drawing customers in, capturing attention, and inspiring engagement.

Engineered for flexibility, Sony Pro Display Solutions offer a range of sizes and configurations to fit any retail space, from flagship stores to boutique environments. Easy to install, manage, and reconfigure, they empower brands to keep visual merchandising fresh, dynamic, and aligned with changing campaigns and seasonal collections.

 [Explore comprehensive product lineup >](#)



With Pro BRAVIA, Sustainability Is in Every Scene

Road to Zero is Sony's global environmental plan, striving to achieve a zero environmental footprint throughout the life cycle of our products and business activities.

At the product level, in order to reduce environmental impact, Sony invests in multiple aspects across the product life cycle in displays, such as reduction of virgin plastic, improvement of transportation efficiency, and review of power consumption during use.

