



The Challenge

Lladró is a contemporary, stylish, and exclusive lifestyle brand best known for porcelain sculptures. The challenge was to showcase their brand and style while standing out from the downtown holiday retail noise in their New York City store. Vomela was up to the task.

“Vomela is an amazing partner. They are committed to getting the job done, and are responsive and innovative.”

– Lladro’s New York Store Manager



The Solution

To stay relevant and boost customer engagement, Vomela agreed to update the company's window graphics bi-monthly and has been doing so for seven years. This year, interior and exterior windows graphics were printed and installed using PETG 30-point vinyl diecut into shapes and then layered.

Materials Used:

- PETG 30-Point Vinyl
- Die Cut
- Installed in Layers





The Result

The frosted gold and silver snowflakes on a blue background along with hanging snowflakes created a festive, yet classy look to showcase Lladro's sculpture, lighting, home accessories, and jewelry. The fresh and modern graphics help them stand out in a competitive retail area.

