

MOOD: MEDIA

# SAKS FIFTH AVENUE & SAKS OFF 5TH CASE STUDY

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# ABOUT SAKS FIFTH AVENUE & SAKS OFF 5TH

Widely considered one of the world's premier luxury retail brands, Saks Fifth Avenue prides itself on a legacy of providing stylish and refined apparel for both women and men, complemented by a lavish and unforgettable shopping experience. In order to uphold that legacy and consistently exceed customer expectations, Saks Fifth Avenue trusts Mood to fulfill all audiovisual system needs at their flagship locations, as well as those at Saks OFF 5TH outlets across North America.

## THE PARTNERSHIP

Mood believes that success in any partnership begins with a dedicated professional who works with the client to design, manage and execute all projects from start to finish. To achieve this end, we assigned a Premier Systems Account Executive to serve as a single technical point-of-contact for Saks, providing a trusted go-to expert for all of their audiovisual needs. This individual performs as an extension of Saks brands, living and breathing the client's vision of an exceptional customer experience every step of the way.

## THE CHALLENGE

Our Premier A/V Systems team has executed a variety of advanced projects for Saks, including the design and implementation of comprehensive audiovisual systems at new Fifth Avenue locations in Houston (TX), Hawaii and Greenwich (CT). Consistent with the client's mission to create an elegant atmosphere, Mood was tasked with delivering a solution that combined pristine sound with maximum performance in a broad scope of applications, including employee lounges, conference rooms and offices, the spa and restaurant areas, and the retail sales floor. Installation of these systems took place simultaneously among several locations, requiring intensive project management with respect to tight deadlines, as well as precise coordination with general contractors and city/county officials when deemed necessary.

## THE APPROACH

After installing performance-based solutions at the Saks Fifth Avenue flagship store in New York City, Mood created and developed a prototypical audiovisual system that could be applied at any Saks location. Having achieved a deep understanding of the client's brand image, Mood applied the formula for this prototype at Saks's new flagship locations in Houston and Hawaii, as well as three Saks Fifth Avenue outlets in Greenwich, CT. This advanced solution is comprised of a variety of audiovisual components, from rough-in panels and local mic/line input jacks, to headend equipment, multimedia control interfaces and more. Our professionals provided complete rack fabrication on the back end, driving the solution through flush-mounted, high-grade Bose speakers throughout each location.

# THE RESULTS

For Saks, the end result is so much more than just pristine sound and dependable systems. By partnering with Mood, Saks enjoys complete peace of mind on each and every audiovisual installation.

**Our dedicated Systems Account Executive applies a consistent framework to each project, ensuring a flawless solution and maximum cost and operational efficiency throughout the process. No matter what type of A/V project Saks decides to undertake, they know they can always expect the same great outcome when working with Mood, as well as fast and reliable service at the drop of a hat.**

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