



Building The Brand While Lowering Costs

After a series of acquisitions, VF Brand Solutions is now the world's largest apparel manufacturer, but is less known than the brands they own, including JanSport, Lee, Wrangler, and Gitano.

To help change that perception, they asked Skyline to design a bold exhibit that would differentiate them from their competitors and merchandise over 150 of their apparel items.

Previously, VF Brand Solutions had been impressed using Skyline for their inline exhibits. They knew Skyline could help lower their shipping, drayage, I&D and refurbishing costs compared to their traditional custom exhibit.

VF Brand Solutions rented the Skyline exhibit hardware to keep down costs and add flexibility, and purchased graphics that promoted the VF Brand Solutions name itself. The exhibit also incorporated a double-deck structure to get conference areas plus additional product merchandising.

Name

VF Brand Solutions

Primary Business

Apparel & Personal Care

Exhibit Size

20' x 80'

Products / Services

Inliten®
 Tube System
 Engage®
 Double Deck
 Rental

Key Objectives

Design
 Merchandising
 Lower operating costs