



Aura™

melissa DIGITAL MEDIA SOLUTIONS

Melissa Shoes blend their artistic shoe designs with Aura's digital media solutions creating impressive and unique shopping experiences for customers.



Digital Media
Solutions



Targeted Video
Content



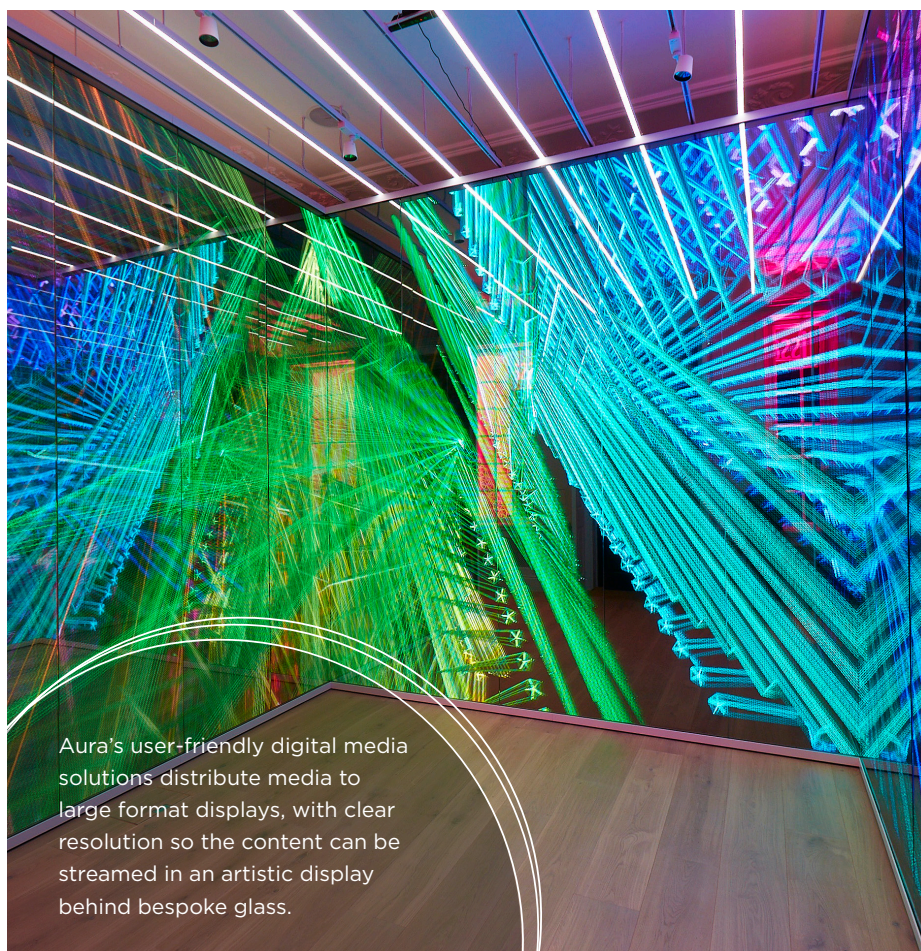
Large Format
Displays



FROM PSYCHEDELIC ART TO FASHION SHOWS, MELISSA SHOE'S PROVIDES IT ALL WITH AURA.

Born in 1979, Melissa Shoes produce more than 32 million pairs of shoes which have sold in over 70 countries. Renovating their flag ship store in London's west-end, Covent Garden,

Melissa Shoes wanted to blend their artistic designs with suitable technology to bring their creativity to life.



Aura's user-friendly digital media solutions distribute media to large format displays, with clear resolution so the content can be streamed in an artistic display behind bespoke glass.

Working with Aura, Melissa's London based store, now provides an inspiring and distinct shopping experience unlike any other retailer. Boosting an impressive three-sided display upon the entrance, the designer shoe store entices customers in with a Galleria

concept display showcasing captivating content.

Using Aura's digital media solutions, a second show stopping display produces the perfect backdrop to showcase a range of their designer shoes.

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