

CASE STUDY



EMMA SLEEP - CUSTOM MODULAR PARTITION SYSTEM SHOWROOM

EMMA SLEEP - ENGAGING

Emma - The Sleep Company

Emma - The Sleep Company was founded in Frankfurt Germany in 2015. Expertly designed in Germany, an Emma Mattress provides optimal spinal alignment, isolates movement, and keeps the sleeper cool during the night, through patented technology.

The company is dedicated to improving sleep quality and pushing innovation within the mattress industry. Rather than brick-and-mortar stores, they use a direct-to-consumer brand model that relies heavily on reputation, advertising, and marketing to generate sales.

As the fastest-growing start-up in Germany & Europe, Emma Sleep was looking to launch the brand into the U.S. market through the Las Vegas Furniture Market in January of 2022.

The Ask

The team at Emma Sleep wanted to make a massive impression for their inaugural launch. The Las Vegas Market was the perfect venue to do so, as it is known for being one of the top furniture and home decor market trade shows in the U.S. with plenty of potential business connections.

By securing the Specialty Sleep Association multi-vendor space, they sought to present themselves as an established brand by using eye-catching product displays and highly-visible statement graphics.

The challenge they faced would be to differentiate their brand from the crowd of other vendors also exhibiting in the space.

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The Solution

The Look Company worked very closely with Scott Smalling, Chief of Retail and Innovation Officer, and Vincent Passanisi, Executive Vice President of Sales on artwork development, and the overall look and feel of the showroom.

In preliminary concept planning, The Look Company used their experience and familiarity with this particular market space to develop technical CAD drawings and photo-realistic renderings. This helped the team visualize the final result and make adjustments before implementation.

It was determined that a combination of freestanding displays and half-wall partitions would be best suited for the market space. By using our modular display components, multiple fabric and frame panels were built into custom configurations. Modular connectors provide unlimited design flexibility, which allowed the team to stretch their imaginations and push the boundaries of the design.

Products included in the showroom design were:

- A four-sided, ceiling-hung primary identification halo to attract attention and set the brand apart from other exhibitors. This was especially necessary considering the depth of the Specialty Sleep Association Exhibit Area. It allowed for visitors to immediately see Emma Sleep's showroom display upon entering the area.
- Multiple three-sided fabric and frame displays were placed at the head of the mattresses with unique messages and graphics facing in each direction. This allowed for increased visibility of branded messages to be seen at any vantage point as well as creatively integrating the product into the graphic displays.
- A half-wall partition system with printed fabric panels enclosed an administrative area.

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The Results

The response from the SSA (Specialty Sleep Association) and retailers visiting the display were enthusiastic about the newly introduced Emma Sleep brand. Based on the overwhelming response, future in-store projects with Emma Sleep have been planned to promote the brand throughout North America further.

The Look Company is excited to be working with Emma Sleep on their new branding direction for the 2023 Winter Las Vegas Market.

"We loved how you and your team were able to transform our shared space in the Specialty Sleep Association showroom into our own unique area that stood out from the rest. As this was the first time Emma had shown at Las Vegas Market, I was tasked to help create the perfect space. Although this was the first time I had ever had to create a project like this, you made the process very simple and easy. Not only were we happy with how our space turned out, but so were many of the retailers that came to visit. They did not expect to see such a well thought through and designed space. Thank you for all of your help, and looking forward to seeing what you can create when designing our own space."

- Vincent Passanisi, EVP of Sales for the US / Head of Retail Sales Emma - The Sleep Company