

FTL Moda Delivers the Future of Fashion Week Production with Samsung Mirror Digital Signage Technology

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FTL Moda →

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NEW YORK, Sept. 23, 2016 /PRNewswire/ -- **WHAT:** September 8th and September 10th, FTL Moda delivered a fully integrated technology production for Fashion Week. Samsung Digital Signage Videowalls and Mirror Displays were selected by FTL Moda to uniquely present 17 designer fashions, transforming a once static presentation to a dynamic, elegant and engaging performance.

Photo - <http://photos.prnewswire.com/prnh/20160923/411204>

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Runways and activations were streamed live at partner Fashion Week Online the #1 dedicated fashion week news portal.

As the industry grows, there is huge demand for retailers to present designer fashions to engage shoppers, build brand awareness and maintain customer loyalty. FTL Moda's production using Samsung Displays established the future trend for technology and fashion, a trend that media partners of the caliber of Fashion Week Online have been able to pick up on to give even more resonance to their upbeat, innovative, and energetic coverage.

WHO: Ron Gazzola, VP Display & Memory Product Marketing, Samsung Business; Ilaria Niccolini, President of FTL Moda

WHEN: September 8th and September 10th, 2016

WHERE: 404 10th Avenue, NYC | Fashion and Technology story (<http://fashionweekonline.com/next-big-thing-next-artists-party-ftl-moda>) featured on Fashion Week Online

WHY: The Fashion Industry is about creativity and real-time speed of introducing fashions first to market. Mirror Displays complete an experience of personal interaction for the public, designers, celebrities and customers.

HOW: For interviews or additional information please contact Dianne LaGuardia, Samsung PR - 201-375-5974 - Email and Ilaria Niccolini, FTL Moda President - 786-232-8949 - Email

Showroom@FTLModa.com

Samsung.com/Business

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