



SARAH JESSICA PARKER COVET LAUNCH, CHICAGO
MACY'S, CHICAGO

FOR THE LAUNCH of Sarah Jessica Parker's Covet perfume, Jon Jones, director of visual for Macy's Chicago, used a series of repeating acrylic graphic panels and a giant 10-by-10-foot doubled-sided banner to create a dramatic statement.

Tempered glass shards, metallic gold signing icons and lime green elevations, all resting on black carpet, add to the striking display.

CLIENT Macy's, Chicago – Paul Anthony, visual specialist, cosmetics; Benjamin Cornue, visual team lead; Jon Jones, director, State Street visual; Denise Hurley, visual specialist
FLOORING Exposition Carpet, Chicago
LIGHTING Frost Lighting, Chicago
SIGNAGE/GRAPHICS Color Image, Chicago; Grafix Shoppe, Eagan, Minn.
PHOTOGRAPHY Susan Kezon, Chicago

