

APPAREL AND ACCESSORIES

## Stella McCartney highlights fashions in Piccadilly Circus billboard

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Piccadilly Lights. Image credit: Landsec

By STAFF REPORTS

British fashion label Stella McCartney is making its first mainstream out-of-home appearance in London's Piccadilly Circus.

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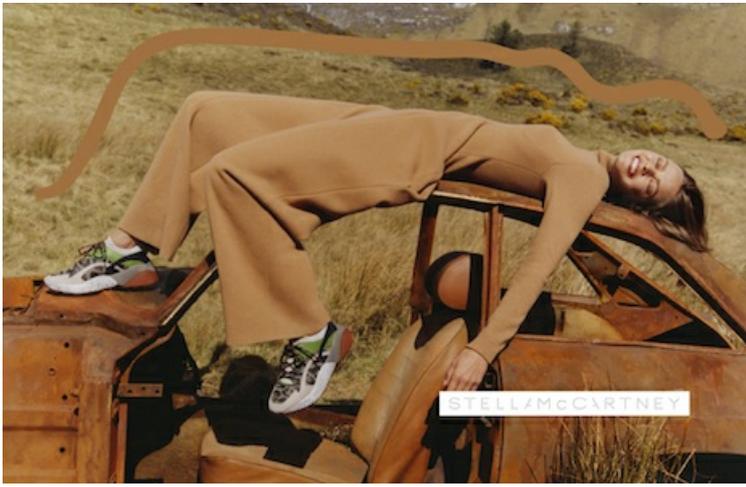
Together with fellow British brand Hunter, Stella McCartney will take over one of the six advertising spaces on the Piccadilly Lights, with the partners' marketing appearing on a rotating basis. About 100 million people walk through Piccadilly Circus each year, making this display a means to raise brand awareness among a large audience.

### Name in lights

The Piccadilly Lights date back to 1908, when the first illuminated advertising appeared in Piccadilly Circus. Over the years, the light bulbs were replaced with neon, and in 2011 the screen was entirely LED.

The digital screen, owned by Landsec since the 1970s, has been off since January for renovation. This project included the installation of a single 4K-LED screen that is 146 feet wide, along with a technology hub.

Piccadilly Lights, set to turn back on later this month, will include advertisers such as Coca-Cola, Hyundai, Samsung and L'Oral Paris at launch.



*Stella McCartney fall/winter 2017 ad campaign. Image credit: Stella McCartney*

Stella McCartney and Hunter have signed on to advertise on the sign until the end of January.

"Two iconic, creative British brands have collaborated to unlock an incredible opportunity right at the heart of British and world fashion," said Tim Bleakley, CEO at Ocean Outdoor, in a statement.

"What's guaranteed is that both Hunter and Stella McCartney will use every opportunity to leverage the unique capabilities of digital out of home to innovate and push forward the broadcast capabilities of this live, responsive, spectacular screen," he said.

As the lights prepare to turn back on, Landsec is running a charity campaign called PiccadillyOn, in which they can sponsor a color in an on-screen patchwork to benefit Barnardo's.

With its prime placement, a number of brands have turned to the billboards at Piccadilly Circus.

British fashion label Burberry brought holiday cheer to London's Piccadilly Circus with an interactive 3D experience for pedestrians.

A digital billboard on the curved screen at Piccadilly showed computer generated images of Burberry's heritage scarf, which consumers were able to personalize and interact with using their mobile phone. This large-scale display was likely hard to miss in the heavily trafficked area of London, potentially leading to sales for Burberry ([see story](#)).

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