Carousel

Location_271 rue Saint-Honoré, 75001 Paris, France (Chronopassion) & 19 rue de la Cité, CH1204 Geneva, Switzerland (L'Heure Asch)
Date_ October 2009
Design_ Dietlin

Carousel is an interactive window display system created for watch and jewellery brands - and easily adapted to other small electronics products - which is designed to de-clutter window displays and provide a fun way to literally stop shoppers in their tracks and encourage them to browse products on offer. Products are presented on a series of pedestals that can be rotated by pressing a button on a window on the store's exterior, revealing a different selection of watches or jewellery items that were previously hidden from view. Carousel has so far been installed at the Chronopassion watch store in Paris and the L'Heure Asch boutique in Geneva, which own the exclusive rights for France and Switzerland respectively. Average cost of installation is SFr15,000 ($14,410).