

# Case Study – Feonic on 5<sup>th</sup> Avenue for Fashion Week



## Overview

Lacoste 80th Anniversary  
Windows for New York Fashion  
Week - September 2013.

## Product

2 x F1.3 audio drives  
100 watt stereo amplifier

## Installer

Dan Baker  
[superbright.me](http://superbright.me)

## Lacoste Fifth Avenue Flagship's Heritage Archive Window Display NY fashion week

<http://www.bizbash.com/lacoste-fifth-avenue-flagships-heritage-archive-window-display-80th-birthday/gallery/124443#sthash.kohy30n5.U3ahdahv.dpbs>

With its 80th birthday on the calendar, Lacoste celebrated the anniversary with a Fifth Avenue flagship window display that continued the fashion show theme of touting a modern take on its heritage. Produced by M Crown Productions, one dedicated interactive window featured kinetic and sound vibration technology where people walking past the window would set off a sensor, triggering a soundtrack of a tennis match and literally affecting the motion of the tennis balls. ***“United Kingdom-based company Feonic was enlisted to provide its device that sticks to the window glass and transmits sound via waves, thus eliminating wires and speakers”.***

A behind-the-scenes look at the making of the windows can be found here <https://vimeo.com/74294023>



Feonic Technology Ltd, Newlands Science Park, Inglemire Lane, Hull HU6 7TQ, UK Tel: +44 (0)1482 806688 Fax: +44 (0)1482 806 654. web:www.feonic.com email: info@feonic.com

