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Nadine Stojanoff

## Sales Soar in Cozy Ambiance

Nougat London, whose luxury bath, body and home products are designed to pamper and indulge, boosted sales 35 to 40 percent at gift and spa shows by inviting prospects into a cozy, elegant environment. A lightweight custom modular exhibit added allure by creating the effect of three rooms - with graphic panels simulating wallpaper, paneling and wood beams.

Success prompted the company to expand its annual schedule by 10 shows, allowing the exhibit to pay for itself in one year.

"Our booth has helped create impact and increase our sales," says Nadine Stojanoff, Nougat London's Sales and Marketing Manager for North America and France. "Everyone at the show is a buyer, and our unique booth design made people stop and inquire into our collection."

Ms. Stojanoff had wanted a replacement for a hardwall exhibit that was expensive to transport, assemble and maintain. Skyline translated her ideas into a 10'-by-30' vintage boutique that has **twice won best-of-show honors**.

### Name

Nougat London

### Primary Business

Apparel & Personal Care

### Exhibit Size

10' x 30'

### Products / Services

SkyTruss®

### Key Objectives

Design

Flexibility

Lower operating costs