

# VomelaVision

► A Showcase of Brand Experiences



# VomelaVision

## INTRODUCTION

# Branded Experiences Form Meaningful Connections

► **E**VERY SURFACE TELLS A STORY. Every space holds potential for connection. For decades, The Vomela Companies have transformed ordinary environments into extraordinary brand experiences that stop people in their tracks and stay with them long after.

VomelaVision showcases a selection of these transformative moments—a curated collection demonstrating how vision, craftsmanship, and innovation converge to create experiences that resonate on an emotional level. This isn't just a portfolio. It's a testament to what becomes possible when ambitious brands partner with specialized visual communications experts who see every surface, every scale, and every space as an opportunity to forge meaningful connections.

The work featured here represents the collective expertise of the Vomela family of brands—which is vast: transportation graphics and direct mail; large-scale event experiences; cohesive retail environments; high-design brand manifes-

tions; and more. Together, we transform creative visions into physical reality.

The projects span every type of branded experience imaginable. From the New York City Marathon, Bloomingdale's flagship store, and the Barbie movie premiere, to the University of Florida's dining halls, there is no palette too intricate or vast for Vomela's vision.



**VomelaVision**

► A Showcase of Brand Experiences

As Vomela evolves its own brand, this book celebrates past achievements while declaring future ambitions. We remain united by a common purpose: Turn bold ideas into high-impact brand experiences that inspire and unite.

**Welcome to VomelaVision.**

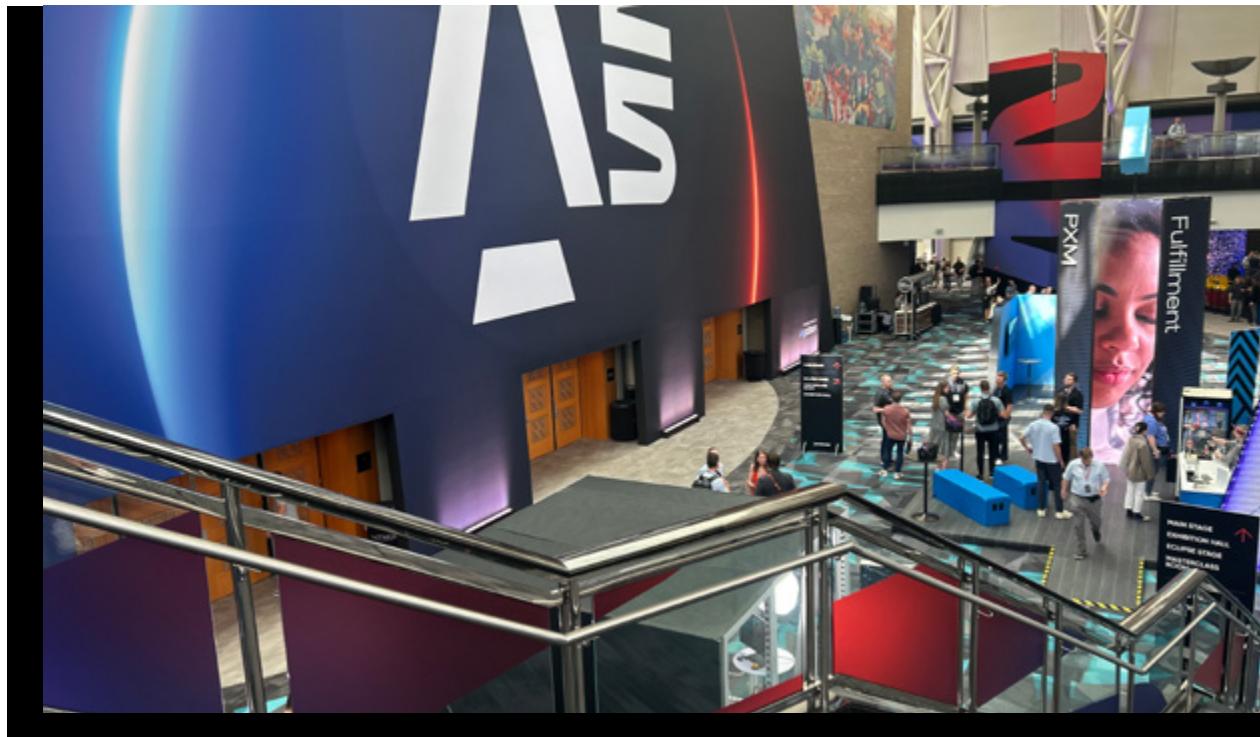
CLIENT

► B2 Events

CATEGORY

Event

# Creativity Gets Cranked Up at Accelerate25 Summit



Pattern's Accelerate25, The Global Ecommerce Acceleration Summit, provided the stage at the Salt Palace Convention Center, in Salt Lake City, UT, for bigger signage and more custom structures than ever. As a trusted partner of B2 Events, the agency handling the project, Vomela was asked to use its expertise to push the creative envelope at the 2025 gathering. In addition to wayfinding signage, registration graphics, and hanging halo signs, the event featured these outstanding highlights: A massive 5,000 sq. ft. hanging fabric banner; a redesigned custom archway structure; and a signage upgrade featuring wrapped letters in white vinyl.



CLIENT

► Macy's

CATEGORY

Outdoor Event

## The Iconic 'Red Star' Rocks Herald Square

Every November, the bold red star glows in front of Macy's Herald Square, setting the stage for the New York Thanksgiving Day Parade and the iconic Rockettes. Herald Square's street star is a visible testament to this enduring legacy, crafted and installed by artisans and logistics experts dedicated to parade tradition. This vibrant street-level emblem is a large, tiled decal installed overnight by Vomela and the Macy's Parade Studio crew. The Parade Studio's designers and Vomela's production team collaborate to design, print, and apply a resilient, high-visibility decal—a feat requiring incredible artistry and last-minute coordination.



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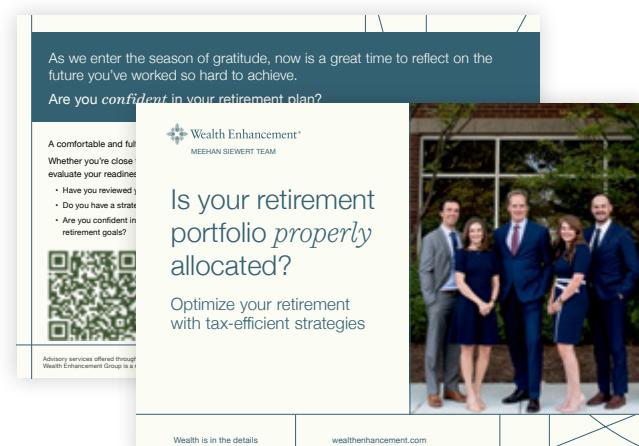
► Wealth Enhancement Group

CATEGORY

Direct Mail Marketing

## Every Door Direct Mail® (EDDM®) Proves Its Worth

In an era of digital overload, Wealth Enhancement Group (WEG) discovered direct mail as their secret strategy for reaching high-net-worth investors. By leveraging Every Door Direct Mail (EDDM), not just for distribution, but as a sophisticated research tool, WEG uncovered affluent neighborhoods hidden within existing territories through granular postal-route analysis. Combined with strategic mail formats—particularly branded envelopes that command attention—they moved beyond spray-and-pray tactics to precision, data-driven campaigns. The result: personalized touchpoints reaching exactly the right audience at the right moment.





## CLIENT

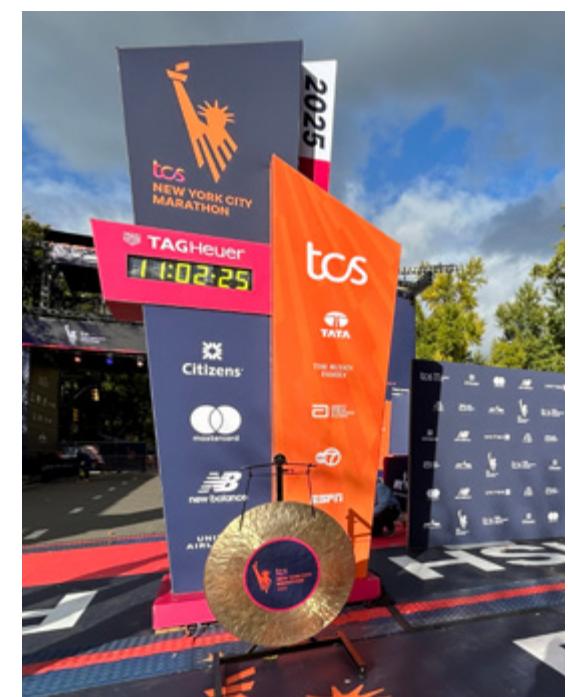
► New York Road Runners

## CATEGORY

Outdoor Event

## Fresh Graphics, New Design Are Winners From Start to Finish

The 2025 TCS New York City Marathon saw more than 59,000 runners from 130-plus countries, making it the world's largest marathon. Two years ago, The New York Road Runners, which handles the event, wanted a new look that introduced fresh graphics and style. But giving the world-famous race a makeover was no easy task. In the end, The Vomela team was tasked with printing 90 percent of the graphics for the entire race to fit the new "It Will Move You" theme. To do this, the club tapped into the power of Vomela's nationwide network for an all-in-one solution that covered design, prototyping, and fabric printing to construction and installation. Race structures were redesigned as were the starting line, mile markers, barricade covers, finish line signage, and more. With motivating designs and bold colors, the signage ultimately informed participants of pertinent information, while inspiring runners and attendees alike.



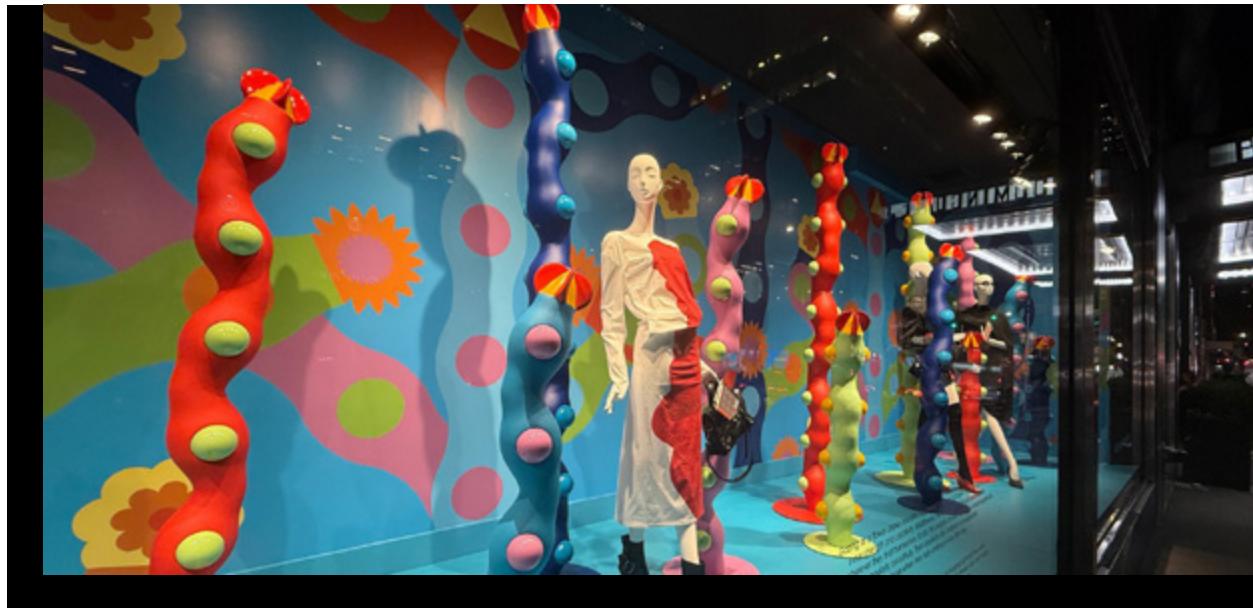
CLIENT

► Bloomingdale's

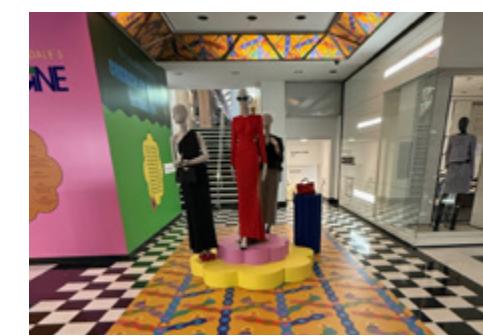
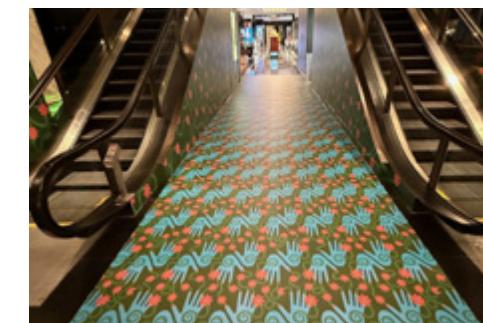
CATEGORY

Popup Event

# Imagination Blooms in Floral-Themed Experience



Vomela was one of several partners who helped bring this stunning immersive experience to life at Bloomingdale's iconic flagship store, on 59th Street in New York City. The assignment was to help celebrate all forms of art, creativity, and style—and what better way to bring it to life than with multidisciplinary artist Yinka Ilori and his "Just Imagine" collection. For his largest commission to date, Ilori designed a floral-themed takeover of Bloomingdale's windows and facade, bringing his colorful visual language to the store's interior retail space. Ilori's vision especially comes to life through a dedicated "Cherish Your Magic" carousel popup. Featured are Byredo perfumes and an Augustinus Bader face cream, as well as jewelry, kitchenware, and art supplies. Ilori also collaborated with PlayStation for a capsule collection of clothing and accessories exclusive to Bloomingdale's. To help showcase the artist's work, the Vomela team produced and installed vinyl wall murals, floor graphics, hanging graphics, window displays, and other display elements to help create a full sensory experience for visitors.



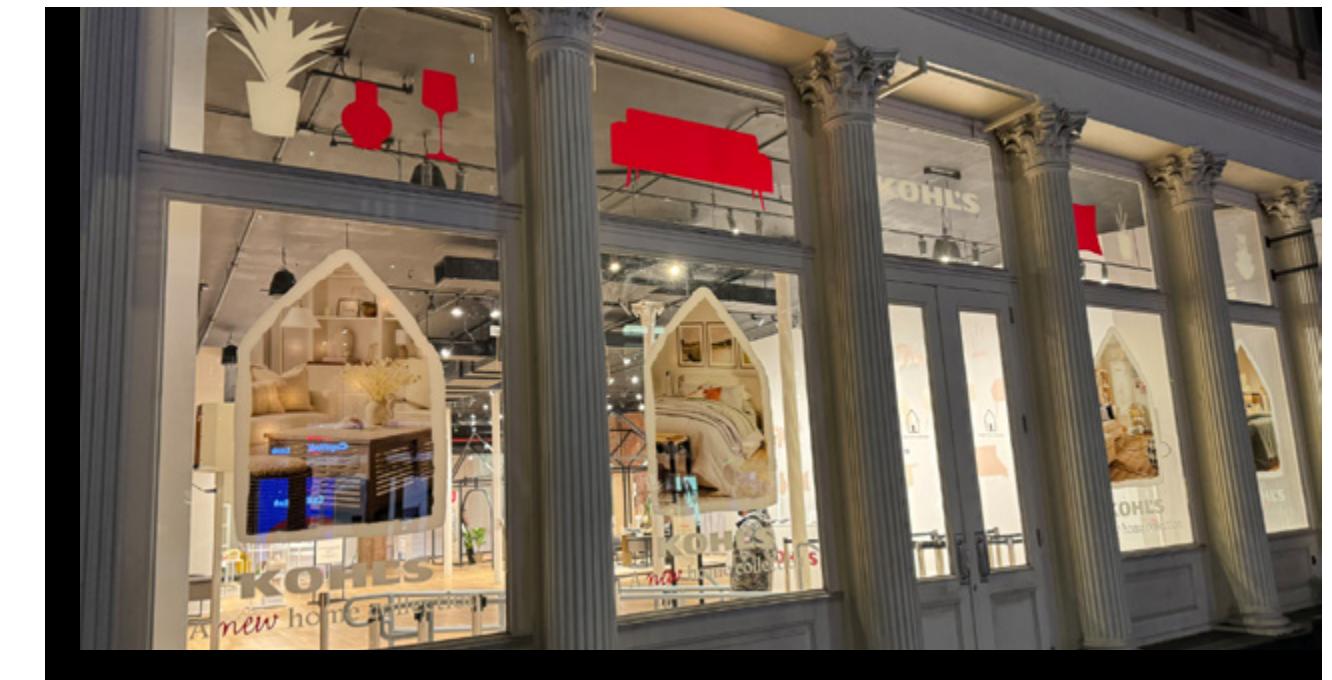
CLIENT

► Kohl's

CATEGORY

Popup Event

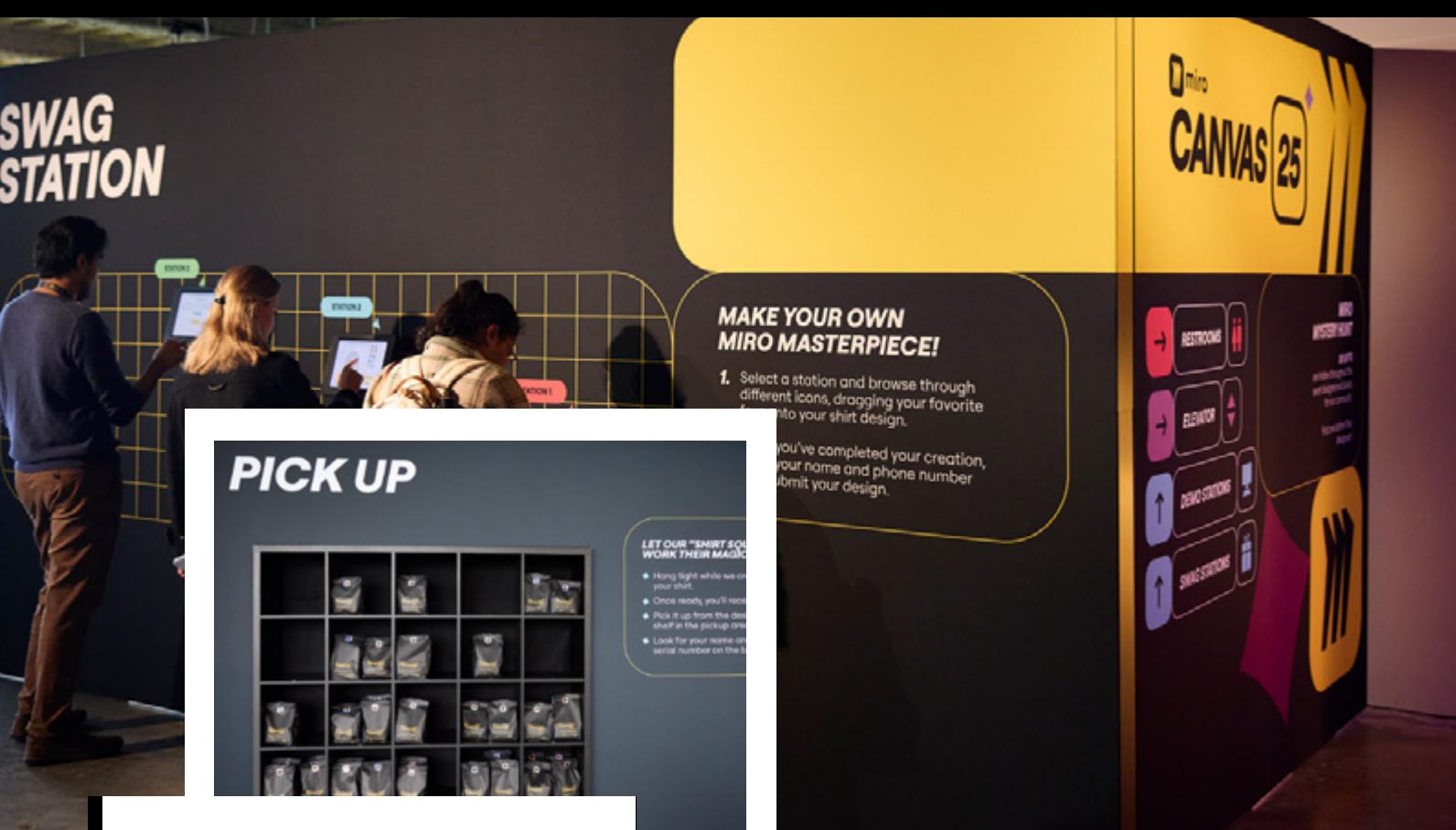
# Hands-On Interaction Pulls In Shoppers



For this popup retail experience, Kohl's needed a visual environment that attracted shoppers from a distance and pulled them into the space for a hands-on brand interaction. Vomela transformed this concept into a fully immersive experience—producing oversized, double-sided window graphics and large die-cut wall decals that used everyday home silhouettes to create a bold, photo-worthy backdrop.

To deepen engagement, we produced custom vision-board handouts and multiple sets of stickers that matched each participant's design style. These small-format printed pieces encouraged interaction, self-expression, and shareability beyond the pop-up itself.





**Living the Brand**

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**One of the most memorable elements was signage that brought the magic of Miro’s ‘Swag Station’ to life.**



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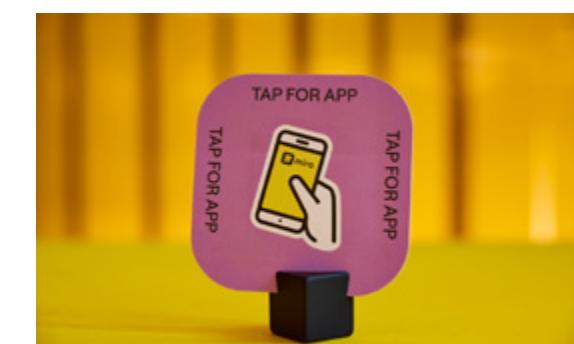
► The Gathery

CATEGORY

Event

## Engaging Elements Frame Canvas 25 Conference

Vomela transformed Miro's Canvas 25 conference into a fully interactive brand journey. Custom frames and dimensional acrylics anchored the space, while stacked wayfinding blocks clearly guided attendees with a visual punch. Engagement was fostered through credential sticker kits, reserved-seat wraps, and engaging signage. One of the most memorable elements was signage that brought the magic of Miro's "Swag Station" to life. Attendees could order custom swag and watch it appear on a shelf. They didn't just see the brand—they participated in it. But the breakthrough creation was the "Tap for App" small-format card with Near-Field Communication technology embedded directly into the print. With a simple tap of a phone, attendees could launch digital content instantly.





## Fan Faves

Vomela produced and installed every visual moment—from covering the building in orange glitter to towering scenic graphics.

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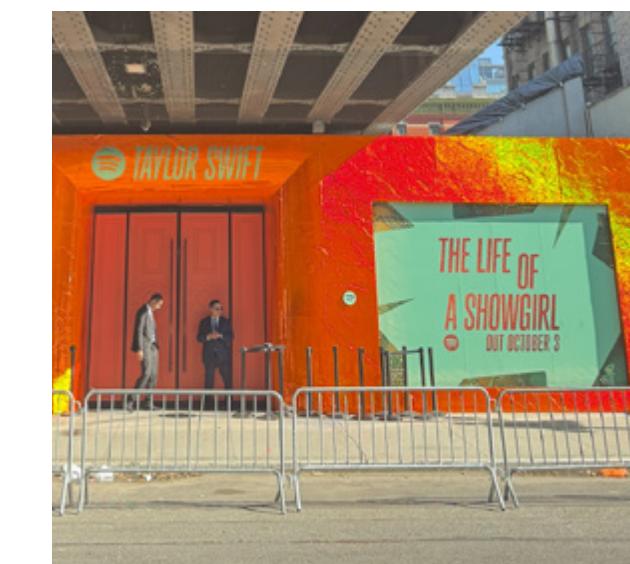
► MKG

CATEGORY

Popup Event

# Immersive Celebration Tailored for ‘Swifties’

MKG, a NYC-based creative agency, partnered with Vomela to produce and install graphics for a three-day immersive popup in New York City celebrating Taylor Swift's *The Life of a Showgirl* (TS12) album release. Vomela produced and installed every visual moment—from covering the building in orange glitter and towering scenic graphics, to swapable lyric reveals on the stage photo moment. The dressing-room was the Swifties' favorite room, where easter eggs were hidden in plain sight, inviting fans to explore, speculate, and share their discoveries online. More than 6,000 fans stepped through the signature orange door, turning the experience into a living countdown to TS12.



CLIENT  
► Saatva

CATEGORY  
Transportation

## Trailer Graphics Declare Bedding Brand On the Team



Saatva, the American mattress brand, partnered with Vomela on this one-time project to showcase the bedding maker's role as "The Official Mattress and Restorative Sleep Provider of Team USA and LA28." Saatva will provide its award-winning mattresses and bedding for Team USA, elevating athlete recovery on the global stage. Saatva had Vomela create special striking trailer graphics that promote this partnership while the truck cruises the country delivering the mattresses.



CLIENT

► Rx Savings Solutions

CATEGORY

Direct Mail Marketing



## A Prescription for Meaningful Connections

Not every brand experience takes place in a store or at an event. Some of the most powerful moments happen in your hands, in your home. RX Savings Solutions partnered with PFL—now part of The Vomela Companies—to create personalized direct mail touchpoints that transformed their customer journey. By integrating automated direct mail with their digital channels, RxSS delivered timely, relevant messages about prescription savings at exactly the right moment. Each carefully crafted piece created meaningful connections, driving significant lifts in member activation and retention while building trust in a complex healthcare landscape.

CLIENT

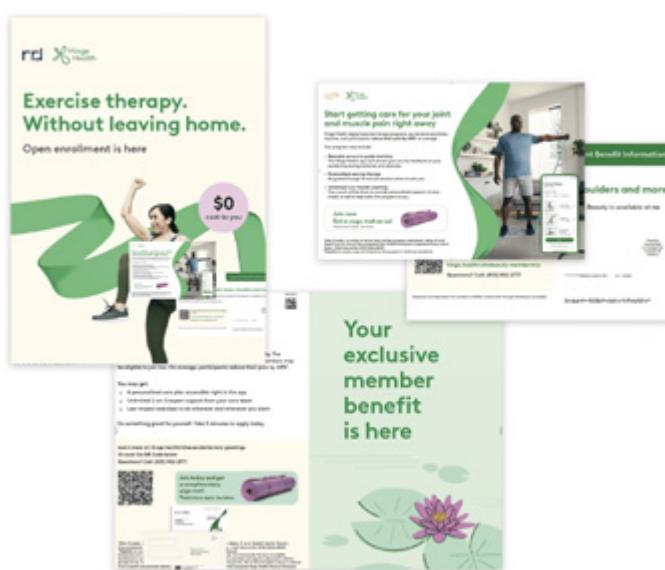
► Hinge Health

CATEGORY

Direct Mail Marketing

## Stepping Up to Efficiency and Scale

As the leading digital clinic for musculoskeletal pain, Hinge Health serves 25 million people across 2,250 employer and health plan clients. To drive program enrollment at scale, they needed to move beyond manual, error-prone direct mail processes. Through PFL's integration with their marketing automation platform, the company transformed every step of their campaigns—gaining complete cost control, improving efficiency, and dramatically increasing volume. This resulted in a scalable, economical direct mail operation, freeing the team to focus on strategic innovation rather than batch-and-blast execution.





## CLIENT

► Alamo Drafthouse Cinema

## CATEGORY

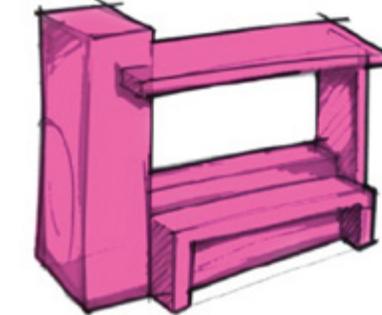
Popup Event

## Theaters Get Dolled Up for *Barbie* Movie Premier

When the Alamo Drafthouse Cinema wanted to make a big splash for the premier of the highly anticipated *Barbie* movie, they turned to the Vomela network to bring its experiential ideas to life. With a tight turn-around involving 25 locations nationwide, Alamo needed someone to create the *Barbie* popup display. Measuring 11-feet wide by 8-feet high, the display needed to be sturdy yet easy to assemble. The Vomela teams collaborated with Alamo to create a show-stopping 3D display that included a cutout standee of the movie's star, Margot Robbie. They also produced a more compact version of the display to fit the smaller footprint locations, along with 1,000 hologram foil stickers for promotion. Thanks to both the smashing success of the movie and the display, Alamo sold through their merchandise stock on the first day.



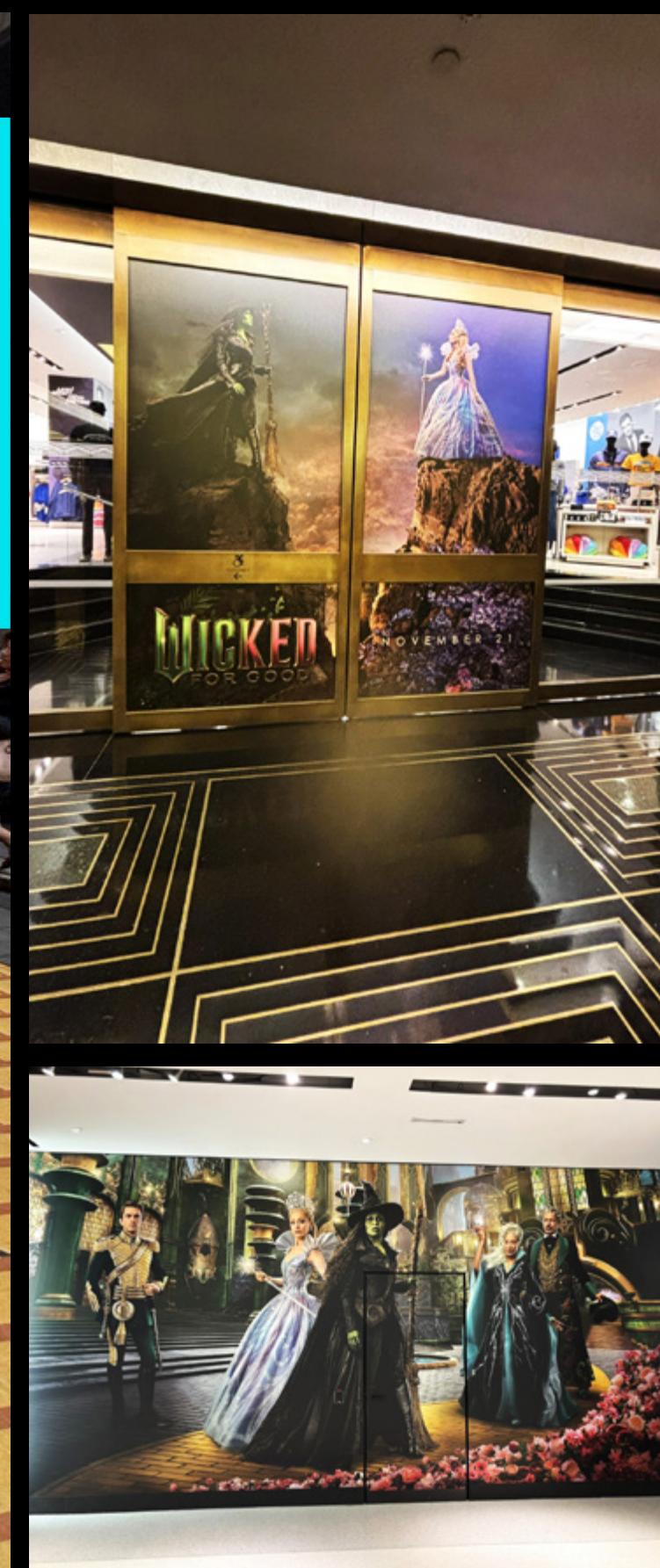
Rendering for 3D display





## A 'Wicked' Premiere

“ The result was an immersive experience that the NBC client and movie studio executives loved.



CLIENT  
► NBC Store

CATEGORY  
Popup Event

# Graphics Wizardry Amazes at Movie Release

Wicked is back and better than ever! Vomela had the amazing opportunity to work with the team at NBC Store in New York City, creating wall murals, window graphics, and a custom "Yellow Brick Road" installation in honor of the movie's release. The installation—which included both the store and the North and South Plazas of Rockefeller Center—started at 8:00 PM on Friday, November 14, in the store; the outdoor installation began at 10:00 PM. By 1:30 AM Saturday, the result was an immersive experience that the NBC client and movie studio executives loved. The whole thing was highlighted on *The Today Show* all week as well.

CLIENT

► Bright Event Rentals

CATEGORY

Transportation

# Head-turning Rebrand Shines a Light on Bright



When Bright Event Rentals—a leading event-rental company serving California, Arizona, and Texas—wanted a bold new look that would turn heads from a distance, they partnered with Vomela Transportation Group to bring their rebrand to life. The Vomela team produced vibrant, high-impact graphics for Bright's fleet of box trucks, vans, and utility trucks—each designed for maximum visibility on the open road. The result is a fleet that not only commands attention, but fuels measurable business impact. Each vehicle generates more than 16 million annual impressions, driving both brand awareness and revenue growth.



CLIENT

► AllSaints

CATEGORY

Retail



## PHOTO POP

AllSaints, the fashion brand, opened a pop-up shop with huge wall graphics depicting their iconic fashion photography style to showcase their latest collection.

CLIENT

► Swarovski

CATEGORY

Retail



## BE JEWELED

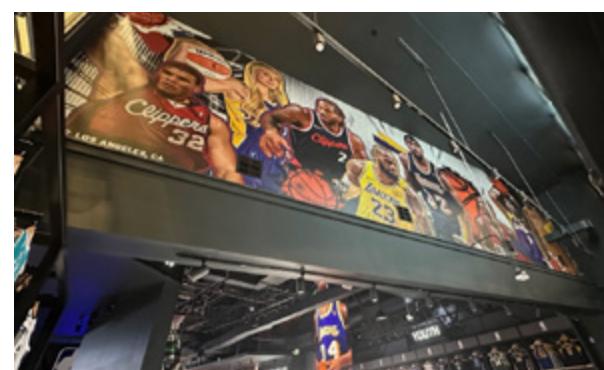
Swarovski always wows with their elegant branding. The jeweled window artwork perfectly complements the “Coming Soon” window graphic for a new store opening in City Point, Brooklyn.

CLIENT

► NBA Store

CATEGORY

Retail



## SLAM DUNK

Designed to bring more fans through the doors, the NBA Store in Los Angeles has a fresh look with entrance murals and a timeline graphic highlighting L.A.’s basketball legacy.

CLIENT

► Saks Fifth Avenue

CATEGORY

Retail



## SUMMER LOVE

Summer vacation might be over, but Saks Fifth Avenue made it unforgettable. Their theme, “The Vacationers,” showcased translucent window displays, wall graphics, and floor graphics. The branding was cohesive yet unique to each store.



## Cohesive Space

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**The result:**  
A unified,  
inviting dining  
experience that  
resonates with  
students and  
staff alike.



### CLIENT

► Chartwells Higher Education

### CATEGORY

Interior Décor

# Dining Experience Is Off the Charts at UF

When Chartwells Higher Ed was working with the University of Florida (UF) to create a cohesive, modern look for its campus dining spaces, they partnered with Vomela to transform more than 20 dining locations in just six months. Tackling aging, high-traffic environments, the team delivered durable, vibrant updates using vinyl wall wraps, window graphics, dimensional signs, and more—customized for every unique space. Collaboration across the Vomela network ensured efficient production and installation. The result: A unified, inviting dining experience that resonates with students and staff alike, and a partnership that continues to shape the campus environment.



VIVID

VISUAL



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