



Banana Republic unveils newly redesigned interior

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Banana Republic's flagship location unveiled a newly redesigned interior. Located in the one of the world's most iconic shopping destinations, the Banana Republic Rockefeller Center store debuted a specially commissioned art installation highlighting New York's famous skyline.

The permanent installation, titled "I, Mannahatta (From Rock) July 2013," features panoramic photographs taken by artist, Susan Wides, at the Top of the Rock, capturing the city from an iconic 360-degree vista at twilight. Nine images, illuminated on customized daylight LED displays, span 23 ft. long and six ft. high, showcasing a frieze of photography that can be seen from every angle in the store.

Wides' black and white cityscape spans across one horizon line that stretches north, east, south and west, displayed on a 62x26 ft. rotunda located prominently in the center of the store.

"Our Rockefeller Center flagship reflects the best expression of Banana Republic's authentic approach to localizing our store experience by celebrating both the cities and communities where we're located worldwide," said Jack Calhoun, Banana Republic global president. "To create this striking cityscape that proudly captures the heart of New York City, we commissioned New York artist Susan Wides to complement the historic, art deco character of the store's building and space." Banana Republic is extending the reach of Wides' art installation to consumers worldwide by partnering with Google Maps on the brand's first-ever digital launch of a retail location. Google Maps will feature 360-degree panoramic images of the store's interior, inviting consumers from across the globe to digitally navigate through the newly remodeled store.

Banana Republic also tapped notable photographer and social media influencer Jamie Beck, of AnnStreetStudio.com, to photograph the space and highlight the Banana Republic Holiday 2013 Collection. The images will be featured on Beck's website, social channels as well as on the Banana Republic microsite, www.BananaRepublic.com/brROCK.

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