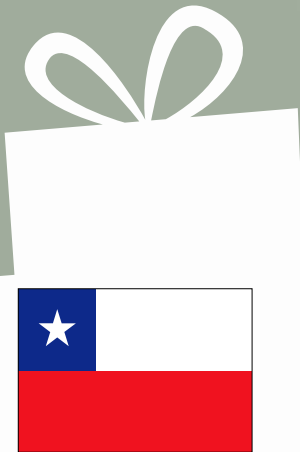


# Holiday Wrap

2013/14

A WRAP-UP OF THE BEST (AND WORST) OF HOLIDAY RETAIL FROM AROUND THE WORLD



It is not possible to include everything in the summary 'Holiday Wrap' report but to make sure you have access to all the source material we were able to collate, here is the country-specific material for Chile.

# #HolidayWrap

LAS SORPRESAS DE LAS MARCAS EN NAVIDAD



<http://www.youtube.com/watch?v=uXBx1-JCFOU&feature=youtu.be>

Casa&Ideas ad invites you to enjoy Christmas with the products they sell



## Mujer H&M Santiago Chile



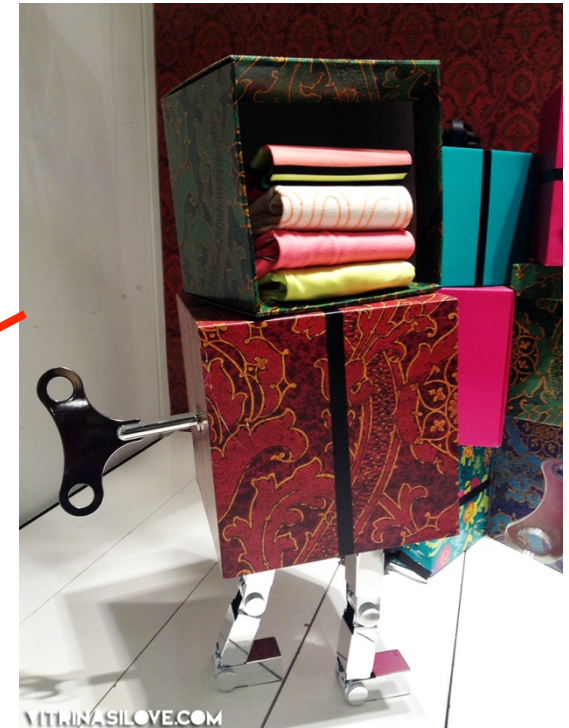
The typical christmas reindeer is characterized and used by H&M in a modern way, projecting and reflecting the Christmas concept, but also all their fashion

Las imágenes fueron sacadas de:

<http://www.vitrinasilove.com/2013/11/h-navidad-part-ii.html>



## H&M Kids Santiago Chile



H&M Kids do the same, but with a dinosaur's head in order to approach the children

Video <http://vimeo.com/80555067>

Las imágenes fueron sacadas de:

<http://www.vitrinasilove.com/2013/11/h-navidad-part-ii.html>



# UNA TARJETA REGALO QUE CAMBIA VIDAS



Comprando una Tarjeta Regalo de H&M para la campaña de estas fiestas no solo harás feliz a quien se la regales sino que también ayudarás a mejorar la vida de las personas que habitan los barrios marginales de Daca, en Bangladesh. La falta de agua potable y saneamiento adecuado provoca que mueran al día casi 2.000 niños en todo el mundo. En Bangladesh, numerosos trabajadores de la industria textil y sus familias carecen de acceso a estos derechos humanos básicos.

Con la venta de las tarjetas regalo de H&M para la campaña estas fiestas recaudamos fondos para WaterAid, una organización no gubernamental dedicada a conseguir que todas las personas del planeta tengan acceso a agua potable, saneamiento adecuado y una mejor higiene. Estos servicios vitales son el primer paso para que comunidades vulnerables como las de Daca puedan salir de la pobreza.

Por cada US \$ 10 de saldo cargados, la fundación de H&M Conscious Foundation ayudará a una familia a acceder a agua potable a través de la organización WaterAid. Comprar una Tarjeta Regalo de H&M para estas fiestas es una forma de marcar una diferencia.

▶ VER EL VÍDEO

▶ LEER MÁS

By buying a GIFTCARD H&M this Christmas, you don't just make happy who you get it for, but also help to improve people's life from Daca slums.

The campaign can be seen in the next link:



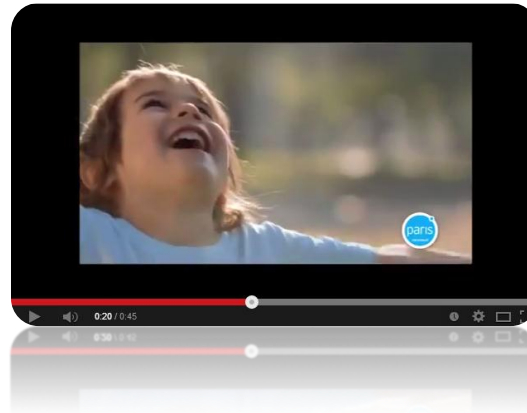
<http://www.hm.com/cl/cleanwater>

<http://www.hm.com/cl/cleanwater#path=1.1&transition=10&duration=500>



Es mi tienda

## Comercial Paris Parade 2013



<http://www.youtube.com/watch?v=YD7vE48QVjY>

**Paris invites** to its traditional "Paris Parade", which happens in The capital's street, assuring that "something magical will happen"

## Comercial Pascua feliz para todos 2013



<http://www.youtube.com/watch?v=3ukoVbxIJk>

In their ad “Pascua feliz para todos”, Falabella invites the grownups to communicate, work less and have more fun.

The message they are delivering to the people is to be happy, to not run all the time, etc. This message was added to their traditional “Pascua feliz para todos”. Besides, this time was sung by a diversity of children in gorgeous latinamerican landscapes.





This catalog from Falabella was given to their premium clients. What is special about it is that the catalog can sing a christmas song (created by Falabella with the brand's music but with a special message: it invites the parents to spend more time with their children).

Through the catalog, clients can find out about everything the shop is offering to give as a present this Christmas.

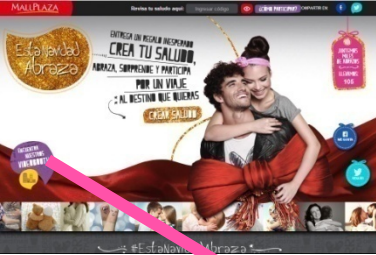
<http://www.youtube.com/watch?v=S1nnAXVgTFE&feature=youtu.be>



By entering the site mallplaza.cl, the user can make click in “esta navidad abraza” (This Christmas hugs). There appears a subpage where it can be shared the Christmas concept in a different way.

The idea is to create a greeting, hugs or just a surprise. The user can send the greeting by mail or print it through a code. Also, he or she will be participating in a contest to travel wherever they wish.





MALLPLAZA

HOME

Revisa tu saludo aqui: Ingresar código

¿CÓMO PARTICIPAR? COMPARTIR EN:

Esta Navidad Abraza

EXPERIENCIA VIDEOBOOTH

¡Esta Navidad vive la experiencia más divertida en el Video Booth de Mall Plaza! Visítanos y graba los más cariñosos mensajes: podrás elegir fondos especiales, caracterizarte e imprimir stickers con el código QR para que sorprendas a tu familia en estas fiestas.

ENCUENTRA NUESTROS VIDEOBOOTH

MALL PLAZA EGANA

MALL PLAZA OESTE

MALL PLAZA VESPUCIO

JUNTEMOS MILES DE ABRAZOS... LLEVAMOS: 105

ME GUSTA

SEGUIR

#EstaNavidadAbraza

By clicking “Find our VideoBooth” (Encuentra nuestros VideoBooth), you can know the location where you can make a greeting in some Mall Plaza. The user can record a greeting not only from his house, but also from the nearest Mall Plaza.

There, the user can record a message, pick specials backgrounds, characterize themselves and print a sticker with a QR Code “to surprise your family this holidays”.

<http://www.estanavidadabraza.cl/encuentra-nuestros-video booth>



**Mall Plaza**

@MallPlazaCL



Seguir

Sorprende a tu familia ! Decora tu casa la noche de navidad con estos novedosos banderines! [pic.twitter.com/aIExzo6xYp](http://pic.twitter.com/aIExzo6xYp)

Responder Retwittear Favorito Más



6:02 PM - 27 nov 13

Reportar archivo

Responder a @MallPlazaCL

Responder a @MallPlazaCL

This little tip from Mall Plaza in their Twitter account invites to make tiny christmas pins. The action helps to feel closer to the brand.



Americanino Alto Las Condes  
Ciudad:SANTIAGO  
Comuna:LAS CONDES  
Dirección: AV KENNEDY 5413 204 B



Electric Christmas takes the concept of the star of Bethlehem to express it in a Full "Americanino" style in their display windows, with a star made of metal and Neon. Representing a "White Christmas".

The story tells that this group of maniquines is the one that gives light and energy to this great christmas decoration with all the Americanino fashion.

Las imágenes fueron sacadas de:

<http://www.concursovittrinas.cl/ficha97038/#>



Americanino Plaza Tobalaba

Ciudad:SANTIAGO

Comuna:PUENTE ALTO

Dirección: AVDA CAMILO HENRIQUEZ 3296 D





Americanino Maipú

Ciudad:SANTIAGO

Comuna:CERRILLOS

Dirección:CALLE AMERICO VESPUCIO 399 L 391





Americanino Parque Arauco

Ciudad:SANTIAGO

Comuna:LAS CONDES

Dirección:AVDA PDTE. KENNEDY 5413 L 416







## INGRESA AQUÍ Y ENCUENTRA TU **CHRISTMAS LOOK**

TE VES DIFERENTE CUANDO TE GUSTA EL REGALO



**CHRISTMAS LOOK**  
TE VES DIFERENTE CUANDO TE GUSTA EL REGALO



**CHRISTMAS LOOK**  
TE VES DIFERENTE CUANDO TE GUSTA EL REGALO



**CHRISTMAS LOOK**  
TE VES DIFERENTE CUANDO TE GUSTA EL REGALO



**CHRISTMAS LOOK**  
TE VES DIFERENTE CUANDO TE GUSTA EL REGALO

GMO invites you to live this christmas with a "chrstmass look".  
You must find your own.

The fun about this idea is that it shows annoyed or upset people because they didn't have their christmas look yet. But once they found their chrstmass look, they would immediately appear happy and smiling.



DESDE  
**\$29.990**  
COMBO MONOFOCALES  
ARMAZÓN\* + CRISTALES

\*Códigos seleccionados.



CHRISTMAS LOOK

DESDE  
**\$69.990**  
COMBO PROGRESIVOS  
ARMAZÓN\* + CRISTALES

\*Códigos seleccionados.



CHRISTMAS LOOK



PROMOCION



VER VIDEO

ORGANIZA TU AMIGO SECRETO

Parque arauco invites you to make the perfect gift this christmas through their website: <http://www.parquearauco.cl/elregaloperfecto/>  
In here you can play secret friend, adding the participants emails or facebook names. This page not only assigns the name of your secret friend, but also you can add some characteristics and the app will automatically suggest a gift, including where to buy it within the Parque arauco Mall.

EL AMIGO SECRETO NUNCA FUE TAN FÁCIL.



TE INVITAMOS A VIVIR ESTE DÍA DE LA MEJOR MANERA



ORGANIZA TU AMIGO SECRETO >



VIDEO

#ELREGALOPERFECTO



LOGIN



GRUPOS QUE ESTÁN PARTICIPANDO

ENTRAR A MI GRUPO >

BASES LEGALES



raya.cl

VER VIDEO ORGANIZA TU AMIGO SECRETO  GRUPOS PARTICIPANTES #ELREGALOPERFECTO

EL AMIGO SECRETO NUNCA FUE TAN FÁCIL.

TE INVITAMOS A VIVIR ESTE DÍA DE LA MEJOR MANERA

ORGANIZA TU AMIGO SECRETO >

VIDEO #ELREGALOPERFECTO >

LOGIN


GRUPOS QUE ESTÁN PARTICIPANDO

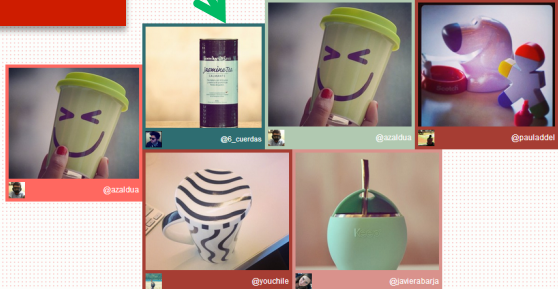
ENTRAR A MI GRUPO >

BASES LEGALES




People who participate can add pictures of the products they like.

VER VIDEO ORGANIZA TU AMIGO SECRETO  GRUPOS PARTICIPANTES #ELREGALOPERFECTO



ENTRAR A MI GRUPO >

BASES LEGALES



Catalonia Bookstore invites through great and influential characters of Chilean literature to give books of its store this Christmas.

Santa Claus is represented by the great poet Pablo Neruda; elves are (in right to left):

- Nicanor Parra
- Gabriela Mistral
- María Luisa Bombal
- Armando Uribe
- Pedro Lemebel

\*Showcase was painted by the artist Francisco Papafrita.



# FITBACK DESIGN STORE

LOS DISEÑOS DE FITBACK NACEN DE VARIAS PIEZAS, QUE GRACIAS AL SISTEMA DE ENSAMBLE, FORMAN Y CREAN UN DISEÑO VOLUMÉTRICO CON UN ALTO FACTOR DE ORIGINALIDAD, CREATIVIDAD, VANGUARDIA E INGENIO, PERFECTOS PARA LOS DISTINTOS AMBIENTES DEL HOGAR.

LOCAL : 18



The Christmas reindeer draw attention in the shop window Fitback Design Store (located at the Drugstore Gallery in Providencia). The figure highlights mustache reindeer Christmas concept but in a modern, stylish and disruptive way. In addition, the cabinet astounds audiences for his striking and magical decor related with Christmas.



## Mall Florida Center



The Tommy Hilfiger store in Mall Florida Center displays the items in a display case that is adorned by a spectacular Christmas tree made based on delicate cups. Very subtle and elegant, in the style of the brand.

## Comercial Lily, Villarica



The picture was taken from the web of a showcases contest . No didn't go to Villarica for it, but we found worthy of being shown. Lily commercial showcase its splendor reflected in the concept of Christmas. Clothes are on mannequins that could represent the three wise men, accessories seem to be "offerings" or gifts. Is the presence of the reindeer, lights and the star of Belen.

Las imágenes fueron sacadas de:

<http://www.concursovittrinas.cl/ficha69823/>



## Staub Muebles, Viña del Mar



Photo taken from the website of a showcases contest.

Staub showcase furniture in Viña del Mar projects the essence of the myth of Santa Claus: sitting alongside their peers reading letters from children and solving what they give away this Christmas. The particularity is where he does it. Nothing more and nothing less than sitting on the furniture Staub.

<http://www.concursovitriinas.cl/ficha78949/>



On the first floor of the Florida Center Shopping, where all the stairs of the mall, is this big Christmas tree with a whole composed of bears, animals, the preponderance of red color, etc Christmas world. invites you to enjoy the magnificence and magic of Christmas.

# JAZMIN CHEBAR – ALTO LAS CONDES



In Alto Las Condes there is a store called Jazmin Chebar. The cabinet is great for us because it conveys the true concept of the store: jovial and relaxed, but it does it via its cool Christmas atmosphere. There is a reindeer in the center in a cool attitude. Also the phrase "peace and love" is associated with something relaxed, cheerful, cool and is also part of the typical message for these days of the year.



In Alto Las Condes  
The lights in this case connote "Christmas" but the accompanying animals have not to do with the typical animals related to Christmas, expressing a "different Christmas"



In Alto Las Condes where converge the stairs, there is a large and spectacular Christmas tree that stands out for its elegance, finesse and lights. It is made on the basis of white lights and hits its presence. Around this big tree, there is a maze that hosts a social action: Parents and children should bring a gift intended for a child Coaniquem (Corporation of social assistance). To take, must go through the maze and down the road, they can be take a spectacular photo with Santa Claus.



At the exit of the shopping center there is also a similar but smaller tree, which lights up the night with their awesome lights



← → ↻ [www.altolascondes.cl](http://www.altolascondes.cl) ☆ ☰

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# LO ÚLTIMO DEL ALTO

Entérate de todas las novedades que tenemos para ti

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# TALLERES DE NAVIDAD EN ALTO LAS CONDES



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## // SERVICIOS

[CAJEROS NIVEL 1](#)

[SERVICIO AL CLIENTE](#)

The web of Alto Las Condes mall invited to participate in a white christmas entertained through christmas workshops, etc..

## Everlast Alto Las Condes



The Everlast store has a showcase that is loyal to its sporty style but decorated with a beautiful Christmas tree, made based on silver balls of different sizes.



Fabrics is a store that works for concept of home. They sell fabrics, curtains, upholstery, etc.. And they provide a complete service for home decorating. The novelty of his showcase is that the tree that decorates their cabinet is composed of cushions, elements of the line of business.





The Home & Cook Store sells kitchen products. This showcase is notable for the preponderance of red color and simple but special Christmas tree. The tree is made based on kitchen items such as pans, cooking pots, molds cupcakes, etc.. elements that the brand sells.

