
LIGANOVA

The BrandRetail Company



WE SHOWCASE YOUR BRAND

LIGANOVA specialises in 360-degree Brand-Retail marketing connecting brand & visual communications with retail architecture, visual marketing, POS marketing and event design.

As a BrandRetail company we understand brands and we understand retail. We use products to bring brands to life. Starting from this perspective, we develop innovations, concepts and system solutions.

Our aim is to create an emotional response to your brand through your products, boost your image and promote long-term sales. To achieve this, we believe you need an international outlook, a feel for the spirit of the times and for brands and products, plus creativity, motivation and passion.

LIGANOVA thinks through-the-line. Our way of thinking breaks down barriers between traditional communication and point-of-sale marketing. We offer our clients integrated services - from conception, project management, production (with our in-house production) and sourcing through to roll-out from a one-stop shop.

FACTS

LOCATIONS

Headquarters in Stuttgart (Germany)
Offices in Berlin (Germany)
Offices in New Delhi (India)
14.000 sqm production plant in Heimsheim (Germany)

CLIENTS

We work for international clients in the fashion, lifestyle, automotive & luxury goods industry. Check our clients on the backside!



LIGANOVA SERVICES



STAFF

200 employees
communication managers • retail and marketing specialists • conceptual designers • art directors • graphic designers • online marketing and e-commerce specialists • architects • product designers • visual merchandisers • event managers • producers

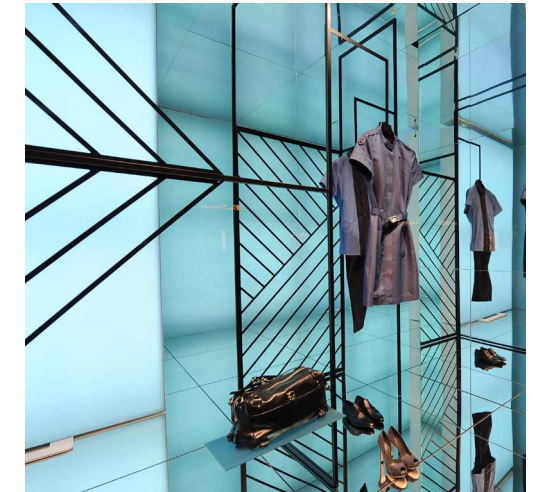
Teams are organised on an interdisciplinary basis. The interlocking of all our specialists enables the implementation of integrated through-the-line approaches. Our corporate culture and desire for innovation are the strengths that support us, drive us forward and guarantee that we create authentic concepts.

INTERNATIONAL STRATEGIC NETWORKS

- Trend research agencies
- Market research agencies
- PR agencies
- Set designers
- Artists
- Photographers
- Journalists
- Industry insiders

LIGAPRODUCTION – IN-HOUSE BRANDRETAIL MANUFACTURING

LIGAPRODUCTION with its 14.000 sqm total area is the POS full-service provider for window display construction, POS display installation and specialist constructions with the full support of comprehensive logistical processing and sourcing.



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