



Victoria's Secrets Fashion Show [Cannes]

When fashion meets hi-tech, the Barco DLite is on stage.

- One of the most **exclusive fashion** events of the year, the Victoria's Secret "défilé" has also become one of the most important "**NEW MEDIA**" happenings, holding the record of the most sought after streaming video event over the internet.
- In 2000, the very ambitious production house organising the event, needed over 80 square meters of daylight display to be used as a backdrop for the catwalk. Up to **4 Barco rental partners joined their efforts** to realize in a few days what has now become a reference in the world of fashion staging. Flexibility and easy set-up of different batches of picture element generates a uniform display plug & play. This was a key asset for the success of this application.

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