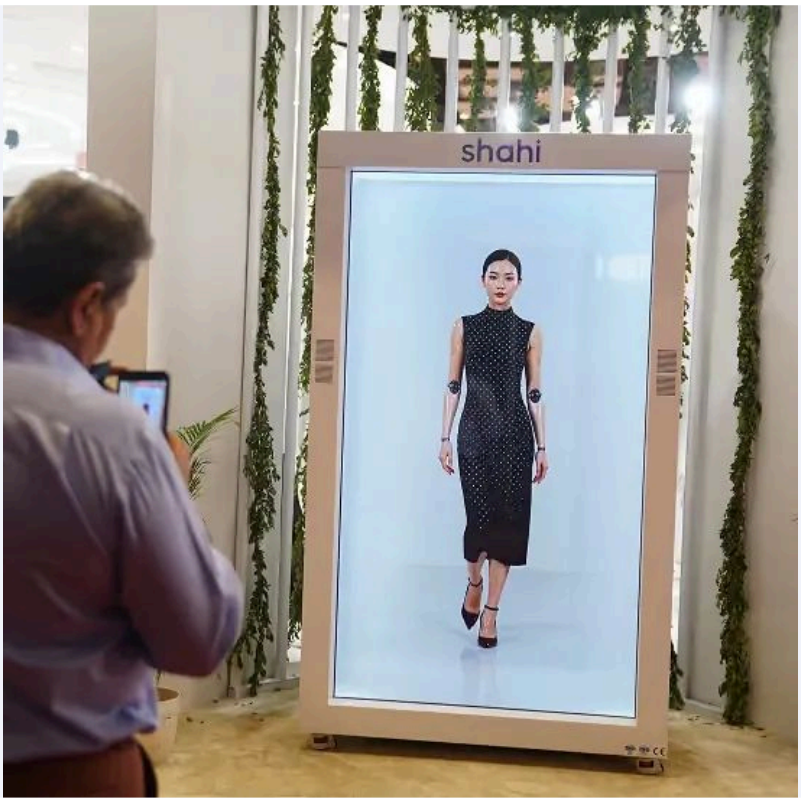
CASE STUDY · PRODUCT HOLOGRAM

Shahi Exports ran a holographic runway on their Bharat Tex stand.

At Bharat Tex 2026, Shahi Exports rented one HoloBox to carry an entire collection: life-size model walks and garments turning at true scale, glasses-free in a lit hall. We shot the reel in one studio session, mastered it and ran the playback, with our team on the stand all four days.



New Delhi Bharat Mandapam

1	4	1
HoloBox, whole collection	Days, on loop	Studio session

CLIENT
Shahi Exports

EVENT
Bharat Tex 2026

VENUE
Bharat Mandapam, New Delhi

DATES
14 to 17 July 2026

FORMAT
Holographic runway, rented

> One HoloBox911 carried Shahi Exports' entire collection at Bharat Tex: life-size model walks and garments at true scale, for all four days.

The brief

Bharat Tex 2026 ran from 14 to 17 July at Bharat Mandapam, New Delhi. The organisers reported nearly 95,000 business visitors and 11,315 buyers. Shahi Exports wanted its collection to stop people in the aisle, without building a catwalk on the stand.

What we did

Shahi Exports rented one HoloBox for the show. We shot the garments and model walks in a single studio session, then formatted and mastered the approved content for life-size playback.

The reel was loaded locally and tested before the hall opened, so it needed no live link. A member of our team stayed on the stand through all four days.

The result

One HoloBox carried an entire collection: life-size model walks and garments turning at true scale, glasses-free in a lit hall, on loop for all four days.

How it worked

01 Shoot
Garments and model walks captured in one studio session.

02 Prepare
Approved content formatted and mastered for the HoloBox.

03 Load
The reel loads locally and is tested before the hall opens.

04 Loop
A continuous life-size runway, all day, every day of the show.

One unit, 4 jobs

01 Life-size digital runway
Complete looks at true scale, without a physical catwalk.

02 Rented for the show
One HoloBox, rented for the four days of the expo.

03 Digital samples at full scale
Silhouettes and styling, readable at a glance.

04 Our team on the stand
A HoloBox911 team member stayed on the stand through the show.

On the floor









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